

 CAPILANO UNIVERSITY	Policy No.	Replaces	Policy
	E. 301	NEW	Executive
	Policy Name		
	DEVELOPMENT & ALUMNI RELATIONS: DATA MANAGEMENT		
Approved by	Responsibility		Category
Executive	Director, Dev. & Alumni Relations		General
Date Issued	Date Revised	Revision	Related Policies, Reference
Feb. 25, 2009		0	

PURPOSE

The purpose of this policy is to establish rules and guidelines for accessing and using accurate data managed by Development & Alumni Relations.

Background

The Office of Development & Alumni Relations gathers and maintains information from donors and alumni for the purposes building relationships between the University and its constituencies. Information is collected and held in accordance with the Freedom of Information and Protection of Privacy Act of British Columbia and federal freedom of information legislation.

Donor/Alumni records are the exclusive responsibility of the Office of Development & Alumni Relations. Their maintenance will conform to codes of ethics and standards of professional practice in fundraising.

Donor/Alumni address information is collected by the Office of Development & Alumni Relations for Capilano University purposes only and will be released only for genuine University related functions. Donor/Alumni records will not be released for commercial purposes except to units of the University such as the Book Store.

Donor/Alumni information may be used for statistical and research purposes at the institutional level and at the provincial level, provided confidentiality is protected.

Donors and alumni may access their own records on submission of acceptable identification. Printed confidential materials should not be disposed of in regular waste containers and must be shredded.

Requests

1. Departments, faculties or units officially associated with Capilano University may request data for mailing to constituents maintained within the Development & Alumni Relations database.
2. Requests for mailing data should be made in writing to the Director of Development & Alumni Relations.
3. The written request must indicate purpose of the mailing or reason information is needed. It must also include the date needed; parameters for selection; format of data; and any additional information necessary to provide the correct data. Materials to be distributed

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must be reviewed and approved by the Director of Development & Alumni Relations prior to receipt of data.

- The Development & Alumni Relations Office shall be responsible for determining the legitimacy of request for use on the basis that the request is for the purpose of the advancement of Capilano University and not in conflict with any other institutional objectives.

Corrections and Updated Data

All University employees have the responsibility for helping to maintain an accurate database by sending any address corrections or up-dated information about constituents obtained from any source to the Office of Development & Alumni Relations.

Restrictions

- No list will be furnished to any person or organization not associated directly with Capilano University.
- No giving or gift information will be given to any unauthorized individual outside of the Development & Alumni Relations office.
- Individual departments should not attempt to create or maintain individual departmental databases for any general use. The central database is the most accurate and regularly maintained of the general databases and in order to ensure the best constituent relations any broad use of mailing information should be generated from that database.
- No information will be given on a specific individual to anyone outside of Capilano University. However a process is in place for allowing someone to make contact with an alumnus as follows. When address information is requested from outside of Capilano University, the Development & Alumni Office offers do its best to contact the alumnus with the requester's message or response information. The alumnus has the option of contacting the requester. If the requester prefers to send correspondence to someone, the Alumni Office will forward mail to the alumnus. When confirmation of graduation is requested (for employment, etc.), the caller is referred to the Registrar's Office.