

**College of Charleston Policies and Procedures**  
**Office of Institutional Advancement**  
**Privacy Policy**

“I the undersigned have read and understand the policies of the College of Charleston Office of Institutional Advancement (IA) regarding the use of information provided from the IA database. I agree to use the information provided only for the approved College program(s) as stated below.

Furthermore, I understand that the use of the information for political or commercial purposes is strictly prohibited.”

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Printed Name

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Signature

Date

**College of Charleston Office of Institutional Advancement**  
**Records Information Release Policy Statement**

**Statement of Purpose:**

The College of Charleston Office of Institutional Advancement (IA) maintains a database of biographical and gift/pledge information about College alumni, friends, corporations, and foundations in accordance with the general needs and expectations of the College community. The information contained in this database is intended exclusively for purposes related to the College of Charleston’s programs.

It is the desire of IA to support the ongoing activities of the College of Charleston by providing assistance for programs, communications, and events which bring together alumni, donors, and friends of the College. In order to provide the best possible service to those with legitimate needs for such information entrusted to us by our alumni, the following policies have been developed. These policies have been approved by the IA Management team, are effective beginning December 9, 2006 and will apply to every request for information.

## **Statement of Information Release Policies:**

### **I. The following may request information from the IA database:**

A. College-affiliated organizations and alumni constituent groups, in support of approved activities (see list of approved activities below). Those organizations include but are not limited to:

- Alumni constituent groups of the College of Charleston
- Administrative units of the College of Charleston
- Academic units of the College of Charleston
- Athletic units of the College of Charleston
- Central Administration units of the College of Charleston
- Career Services units of the College of Charleston

In cases of dispute about whether an organization has a legitimate affiliation with the College, the final decision will rest with the Senior V.P. Institutional Advancement and the Director of Alumni Relations or his/her designee.

- B. Other colleges and universities seeking the location of alumni with degrees from both the College of Charleston and the requesting institution.
- C. Law enforcement agencies and student loan agencies.
- D. Agencies that assist IA in locating the College of Charleston's lost alumni.

All requests from anyone else seeking information on another person will be forwarded to that person so that he/she can decide whether or not to contact the requestor.

All requests for information from members of the media must be referred to the College of Charleston Office of College Relations or similar professional school office.

### **II. Following is information that may be released from the IA database:**

Information available for release is confined to "public information" which is limited to:

- Full name
- Address and telephone number
- Degree(s) and date of degree(s) awarded by the College of Charleston

- School(s) from which degree(s) was/were granted with major field of study
- E-mail address
- Fax number(s)

“Public information” will be provided only to those requestors identified in sections I.A – I.D above.

Federal law severely restricts the amount of information that may be released on current students. No information on students will, therefore, be released based on data maintained by IA. All requests for information on current students should be forwarded to the Registrar’s Office.

In addition to other restrictions noted, all records with “non-solicitation” codes of any type will be excluded from released information.

Information provided to volunteer alumni constituent groups will be limited to those alumni, who are affiliated with the requesting group.

In addition to “public information,” and based on the specific need, requests from the College of Charleston Office of Institutional Advancement, the Office of Alumni Relations, administrative, academic, or athletic units of the College of Charleston may be provided the following information:

- Employment
- Student Activities
- Alumni Activities
- Family Members
- Degrees obtained from other institutions
- Miscellaneous comments, awards, text, etc....
- Gift/Pledge/Prospect data (requires separate approval from V.P. of Development)

**III. The following statements specify the acceptable internal uses of information from the advancement database:**

A. IA will make available information from its database for the support of approved, College-related activities. Approved activities include the following:

- Alumni Relations
- Development

- Public Relations
- School/Department communications to alumni/constituents
- College-sanctioned research
- Continuing education programs
- Student recruitment

In cases of dispute about what constitutes an approved activity, the final decision will rest with the Senior V.P. Institutional Advancement and the Director of Alumni Relations or his/her designee.

- B. Information maintained by IA is not available for release for non-related commercial or political purposes.
- C. If the information provided will result in the preparation of lists or directories that are to be published in book, magazine, newsletter or other forms for general distribution among alumni groups, prior to publication each individual who might be included must be provided the opportunity to indicate in writing whether he/she wishes to be excluded.
- D. Requestors of data from IA may contract the services of outside vendors to process and/or distribute information obtained from IA. In these cases:
1. The vendor must agree to use the information only for the purpose intended by the College client. The sale or transfer of the information by the vendor is strictly prohibited.
  2. If the project in question results in the publication of directories or lists as identified in III.C above, the procedure outlined in III.C must be followed prior to publication.
  3. The vendor must ensure the prompt return or destruction of any College owned computer tapes or electronic software provided in fulfillment of the contract.
  4. In all cases involving the use of outside vendors or contractors, the absolute confidentiality of the information provided from the database is the responsibility of the requestor.

#### **IV. Formats available for the distribution of information.**

Information may be obtained in the form of lists, diskettes, and downloads by authorized university representatives in support of approved activities as noted in III.A of this document. It is the responsibility of the unit requesting information

to maintain the absolute confidentiality of that information as specified in this policy statement as well as see to its confidential disposal (shredding is preferred).

**V. Compliance with the above policy.**

Failure to abide by any of the policies stated within this document may result in denial for access to information contained in the IA database. Request for reinstatement of access to this information must be approved by the Senior V.P. Institutional Advancement and the Director of Alumni Relations or his/her designee and must include written assurance of future compliance with these policies.

**VI. Data Trusteeship.**

The IA Database Administrator has been assigned trusteeship of IA data. If this position is vacant, trusteeship will be transferred to the Senior V. P. Institutional Advancement.

The Data Trustee has the following responsibilities:

- Evaluate and respond to requests for access to IA data;
- Determine the degree of access (query, update, download), if granted;
- Define and/or describe each data element;
- Understand how those data elements functionally interrelate;
- Maintain, document and communicate data definitions, descriptions and interrelationships to authorized data users;
- Train and assist authorized data users in the function and interpretation of the data;
- Promote the security of the data and report any violation or abuse to the Vice President of Institutional Advancement.

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