

Madison Area Technical College Foundation and Alumni Office Policy on the Privacy of Alumni Data

Madison Area Technical College Foundation and Alumni Office understands the importance and is required by law to protect the privacy of personal information of the college's alumni. The Foundation and Alumni Office seeks to enhance opportunities and services for alumni, consistent with strong privacy protections for alumni data. The Foundation and Alumni Office has adopted the following policy and related procedures to protect alumni data and provide alumni with appropriate control over the use, accuracy, and availability of their data.

I) Use and Sharing Restrictions

a) *Purpose restriction.* Madison Area Technical College Foundation and Alumni Office will use alumni data only for college, alumni-oriented outreach, service, development, and engagement programs. Such programs include, for example, communicating about alumni events, fundraising activities, building relationships, and offering online community services.

b) *Limitation on Sharing.* Alumni data will be shared only with Madison Area Technical College staff with a need to know; with authorized users in the case of directory information in the online community services; and with approved partners of the college for the purpose of advancing a program designed to serve Madison Area Technical College alumni. The Foundation and Alumni Office will not share personal information with third parties for their use independent of authorized college alumni activities.

c) *Assurances by Staff. Accessing Alumni Systems.* All Madison Area Technical College staff with access to alumni data system will abide by privacy preferences expressed by alumni and by this privacy policy.

d) *Alumni Groups, Student Groups, and Volunteers.* Alumni clubs, affinity groups, student groups, regional representatives, class representatives and volunteers are important partners of the college and play a vital role keeping alumni connected to the college. As a result, the Foundation and Alumni Office may provide such groups, based upon their presentation of the proposed use of data or the overall program, certain alumni data, consistent with privacy preferences expressed by alumni, provided that these organizations or persons agree in writing in writing to specific privacy and security requirements found in Appendix A.

e) *Third Party Product and Service Offerings.* Madison Area Technical College Foundation and Alumni Office may also partner with organizations that offer products and services that provide a significant and desired benefit to many alumni. The Foundation and Alumni Office may provide such data for approved programming purposes, consistent with privacy preferences expressed by alumni and provided that these organizations agree in writing to specific privacy and security requirements.

f) *Law-related Disclosures.* The Madison Area Technical College Foundation and Alumni Office may disclose alumni personal information in accordance with any applicable law or as required by law in connection with judicial or administrative proceedings, in the sole discretion of Madison Area Technical College, disclosure is necessary to protect the institution.

g) *Emergency Circumstances*. Madison Area Technical College Foundation and Alumni Office may disclose your personal information if, in the college's sole judgment, such disclosure is necessary to protect the health, safety or property of any person.

II) User Control – Opting Out of Communications

a) *Website Opt-Out Controls*. Madison Area Technical College Foundation and Alumni Office provides alumni a clear and user-friendly way to opt-out of communications by visiting madisoncollege.org/alumni-opt-out.

b) *Effective Date*. Opt-out preferences will be processed immediately and will be effective, at the latest, within 90 days of receipt.

c) *Limitations on Impact of Opt-Out:*

i) Please be aware that third parties may have received your name from another source. For assistance with removing your name from all marketing lists from a particular organization, you should contact that organization directly.

ii) If an alumnus becomes a student again at the college, please administer your contact preferences at: mymadisoncollege.swcportal.org. Alumni may also contact the college at (800) 322-6282 to speak with a customer service representative.

d) *Duration of Opt Out*. Opt-out choices will be unlimited in duration, unless the alumnus requests that the duration be limited.

e) *Changing Preferences*. Opt-out decisions may be reversed by alumni at any time, except to the extent that the Foundation and Alumni Office has relied upon a previous user preference.

f) Foundation and Alumni Office-managed Opt-Out Program. Alumni may opt-out of various types of communications by setting options at madisoncollege.org/alumni-opt-out. Alternatively, alumni may opt-out by phone at (608) 246-6441 or by e-mail at foundationalumni@madisoncollege.org.

g) Alumni Groups, Student Groups, and Volunteers. Using the Foundation and Alumni Office-managed opt-out system does not necessarily impact communications from alumni clubs, affinity groups, and regional representatives – particularly those that maintain their own databases. Alumni who wish to stop receiving communications from these groups are advised to communicate their opt-out preferences directly to the relevant club/group/representatives.

III) Privacy Inquiries

If alumni or others have concerns or questions about the Foundation and Alumni Office's partnerships with outside organizations, they may contact foundationalumni@madisoncollege.org. If questions or concerns arise regarding specific opt-out options, alumni may contact foundationalumni@madisoncollege.org.

IV) Changes

Madison Area Technical College Foundation and Alumni Office retains the right to change this Privacy Policy. We will post changes to this page in a prompt manner.

V) External Links

External Links to independent third-parties are provided as a courtesy and do not constitute and endorsement or sponsorship of the third parties that operate those websites.

While we try to link only to sites and services that share our high standards and respect for privacy, Madison Area Technical College is not responsible for the policies and content of those sites. Users should contact the coordinator of the particular site with any questions about those sites.

**Madison Area Technical College
Confidentiality / Non-Disclosure Statement – Alumni Data
For Alumni Groups, Student Groups, and Volunteers**

Madison Area Technical College alumni groups, student groups, and volunteers (hereafter “groups”) are important partners of the college and play a vital role keeping alumni connected to the college. These groups vary significantly in the range and type of activity they are involved in, the number of alumni they reach, and the level of independence of their operation.

Some groups request alumni data through the Madison Area Technical College Foundation and Alumni Office’s database and some develop their own databases and create their own alumni records.

All groups must agree, however, on the importance of protecting the privacy and security of alumni data they themselves create or access from the Madison Area Technical College Foundation and Alumni Office. Individuals working for or on behalf of alumni groups, therefore, agree to provide the following information and abide by the following terms:

1. I request the following information about Madison Area Technical College alumni (e.g. name, mailing address, e-mail address, program):

2. I will use this information for the following purpose(s):

3. I understand that I may utilize data about Madison Area Technical College alumni only for the purposes described above.

4. I understand that any data furnished from Madison Area Technical College Foundation and Alumni Office will not include records of alumni who have opted out of sharing data with alumni groups, affinity groups, student groups and regional representatives.

5. I agree to provide in all communications with alumni a description of an effective opt-out program in one of the following two ways:

a. I may advertise the Madison Area Technical College Foundation and Alumni Office’s centrally managed opt-out program available at madisoncollege.org/alumni-opt-out provided that my future use of data is refreshed through the alumni database (to apply recent privacy settings) before use.

b. I may continue to use my own alumni data without having to refresh through the

Madison Area Technical College Foundation and Alumni Office's alumni database if the group I am representing offers its own opt-out program on its website and/or via e-mail address that is clear about the scope of the opt-out (i.e., pertaining to group communications only).

6. I will exercise reasonable care when handling and transmitting any sensitive alumni data. Every effort should be made to collect and share only necessary information and to maintain and share such data in a reasonably secure form.

7. If I have any questions regarding appropriate use, sharing and protection of alumni data, or questions regarding offering alumni privacy choices, I will contact the Madison Area Technical College Foundation and Alumni Office at (608) 246-6441 or foundationalumni@madisoncollege.org.

I have read and agree to abide by the privacy guidelines as stated above.

Date _____ Signature _____

Name _____

Organization/Affiliation _____

Address _____

Email address _____ Telephone number _____

Requestor Approved by Foundation and Alumni Office Staff:

Date _____ Signature _____

Print Name _____