



Advancement Office

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CONSTITUENT INFORMATION, PRIVACY AND ANONYMITY GUIDELINES

INTRODUCTION

The University of Queensland collects and records personal information about its students, alumni, donors, prospective donors and other individuals and organisations, collectively known as constituents. Personal information includes but is not limited to:

- date and place of birth, religion and ethnicity information;
- all contact information including phone numbers and postal and email addresses;
- banking information including credit card information;
- all details of gifts and a constituent's giving history;
- relationships with other constituents; and
- information about invitations to, and attendance at, events and other University activities.

Respecting and protecting the privacy of constituents' personal information and, on request, donor anonymity is a critical part of maintaining long-term, mutually beneficial relationships with those constituents. Failing to respect and protect constituents' privacy and anonymity could have very serious consequences on not only the relationship the University has with that constituent, but also on our relationships with other - current and future - constituents. A failure to adhere to the letter and spirit of privacy legislation could also impact on the broader higher education fundraising industry.

Please contact the Advancement Office if further clarification, information or assistance is required with these guidelines.

COLLECTING AND RECORDING CONSTITUENT INFORMATION

Relevant personal constituent information may be collected and recorded in the University's advancement database, the Raiser's Edge (RE). Information that is *not* relevant to establishing and maintaining long-term mutually beneficial relationships with constituents may *not* be collected, recorded or used. Such information includes but is not limited to:

- medical information about a constituent or a relative or associate of a constituent; and
- hearsay, unsubstantiated or libellous information about a constituent or a relative or associate of a constituent.

UQ staff, particularly RE users, should note that in addition to the requirement to respect and protect personal constituent information, all constituent information recorded in RE is subject to Freedom of Information (FOI) legislation and procedures. Accordingly, staff must be familiar with University FOI policy and guidelines.

ACCESSING AND PROTECTING CONSTITUENT INFORMATION

University staff who are authorised to access personal information about alumni and donors in the course of their work may:

- access basic alumni information through the Business Objects Convocation Universe,
- request RE data to support a single project or activity, or
- request permanent access to the RE database.

UQ staff with access to constituents' personal information must know and understand their responsibilities regarding collecting, recording, using and protecting such information. Administrative or legal action may be taken against UQ staff who do not comply with the requirements outlined in University privacy policy and guidelines.

In all cases, UQ staff members may not to provide any personal constituent information to:

- any other UQ staff member who does not require the information for the completion of their job; and
- third party individuals and organisations. A third party individual is anyone who is not a UQ staff member, including alumni network executive staff and alumni network members. Third party organisations include all non-UQ organisations and any independent or affiliated organisations such as alumni networks, residential colleges and UQ Sport. The only exception is the provision of mailing lists to print or mail houses. In such cases:
 - a. A contract is to be signed by both parties before the mailing list is provided to the print or mail house. The contract with the print or mail house is to state that the mail file cannot be used for any other purpose and that the mail file must be deleted from their systems no later than 4 weeks after use. A copy of the contract, signed by both parties, is to be retained on file or passed to the Advancement Office for use in the event University data is re-used by the print or mail house without permission.
 - b. A copy of the mailing list is to be provided to the Advancement Office, if the list has not been provided by the Advancement Office.
 - c. Dummy data with your email and/or postal address is to be included to alert you if the list has been misused by the print or mail house. In such cases, please contact the Advancement Office immediately.
 - d. The file is to be password-protected and transferred by secure FTP.

Measures for Protecting Constituent Privacy. All staff with access to personal constituent information must ensure all electronic constituent information is stored and disposed of securely by:

1. Marking all hardcopy and electronic documents containing personal information with "Confidential - Internal Use Only";
2. Storing all hard copy information in a locked filing cabinet;
3. Destroying hard copy information securely by shredding it or disposing of it in a secure paper recycling bin. Hard copy information is not to be disposed in regular recycling or rubbish bins;

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4. Storing electronic information on a secure network drive in a password-protected file;
5. Deleting electronic information when it is no longer required or when it becomes obsolete (four weeks after it has been exported);
6. Ensuring electronic copies of information are not and cannot be emailed to anyone inside UQ who does not need access to the information; and
7. Ensuring electronic copies of information are not and cannot be emailed to anyone outside UQ. The only exception to this is the provision of mailing lists to print or mail houses.

Additional Measures for RE Users. UQ staff with permanent access to RE must also:

1. Ensure that your RE logon and password remain secure at all times by:
 - a. Changing your password to a secure password the first time you log into RE. A secure password has at least 8 characters, is a mix of alpha and numeric characters and is changed at least every 3 months.
 - b. Not sharing your logon or password and not writing it down.
 - c. Contacting the Advancement Office immediately to have your password reset if your password has been, or you suspect it may have been, compromised.
2. Ensure your computer remains secure at all times by:
 - a. Exiting and signing out of RE when access is no longer required (File, Exit and Sign Out); and
 - b. Locking your computer when it is not attended (Ctrl+Alt+Delete, Enter).

MAINTAINING DONOR ANONYMITY

Maintaining donor anonymity, if requested, is extremely important. A donor's preference for anonymity is usually indicated:

- on the donor card accompanying a gift, or
- on other documentation accompanying a gift, or
- verbally to the UQ staff member soliciting or receiving a gift.

Three levels of donor anonymity are supported:

1. **Unknown Donor.** If a donation is received from an unknown source, the donation will be recorded against the 'RE ID 1, Anonymous' constituent record.
2. **Anonymous Gifts.** Single gifts, pledges or recurring gifts for which the donor does not wish to be identified are considered 'Anonymous Gifts'.

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3. **Anonymous Donors.** Donors that wish **all** past and future gifts from them to be anonymous are considered 'Anonymous Donors'.

University staff are **not** permitted to include in any lists, reports or other documents, or reveal to any other person including UQ staff members, verbally or in writing, the name of any donors who have requested anonymity without the prior endorsement of:

- the Director of Advancement; or
- the Deputy Director, Fundraising; or
- the Advancement Services Manager; or
- the donor's Primary Prospect Manager or Prospect Manager (if one is assigned). Prospect Manager information is available from the Advancement Office or your Faculty/Institute Advancement Managers.

Measures for Maintaining Donor Anonymity

- **University staff** soliciting or receiving gifts are responsible for ensuring donor anonymity preferences are provided to the Advancement Office gift processing team and for protecting donor anonymity if such information is provided to them in the course of their work. All staff soliciting gifts through direct mail or other appeal methods should use a donor card based on the Advancement Office Donor Card Template available from the Advancement Office. This ensures that the gift is sent to the Advancement Office (as required by the HUPP) and handled securely, that the required information - including donor anonymity preferences - is recorded when the gift is processed and receipted, and that the gift is disbursed to the correct University account. Gifts that do not have an accompanying donor card should be sent to the Advancement Office for processing accompanied by a completed Gift Notification Form, available from the Advancement Office, and any other relevant documentation (e.g. gift agreement). The Gift Notification Form includes a section where donor anonymity preferences can be recorded. This ensures that the required information - including donor anonymity preferences - is recorded when the gift is processed and receipted, and that the gift is disbursed to the correct University account.
- The **Advancement Office gift processing team** is responsible for recording donor anonymity preferences in RE. When a donor indicates that they wish a gift to remain anonymous, the "Gift is Anonymous" box is to be checked on the gift record's Miscellaneous tab when the gift is processed. Where donors indicate that they wish **all** gifts they give to remain anonymous, the "Donor Gives Anonymously" checkbox on the donor's Bio1 tab is to be checked.
- **RE Users** are responsible for ensuring they do not breach donor anonymity when compiling gift reports, donor lists or other documentation. If a donor has requested anonymity, their name is to be removed from publications, donor lists and gift reports (although RE ID is to be included in internal reports and lists). 'Biographical-Anonymous?' and 'Gifts-Anonymous?' fields must be included in all donor exports.