

Data we collect and hold on alumni

The data we collect	How we collect the data	Why we collect the data	How we use and may share the data
Personal contact details such as name, title, address, personal mobile telephone number, personal email address, work email address	From you	Legitimate interest: to invite you to join or participate in the Withers alumni network	To invite you to join the alumni network; send alumni news/event invitations; to manage preferences. Data may be shared with email or event platform providers acting on our instruction.
Professional details (dates and roles during your time at Withers, current employment status, current employer, current role, sector, location, professional interests)	From you, public sources (e.g. LinkedIn), internal HR records	Legitimate interest: to enable us to administer the Withers alumni network; to tailor communication and content	To tailor communications and activities and invite you to events; analytics to improve relevance.
Engagement information (event registrations and attendance; email open rates/clicks; preferences; surveys/feedback)	From you, from event/email platforms	Legitimate interest: to enable us to administer the Withers alumni network; improve engagement; tailor content	To manage events, statistical analysis (to understand and improve levels of engagement). Data may be shared with event and survey platforms acting on our instruction.
Event-related information (dietary or access requirements you share with us)	From you	Explicit consent (or other applicable legal basis)	To accommodate your requirements at events. Information may be shared with venues/caterers where necessary to facilitate your requirements.
Images and recordings: photographs or videos captured at alumni events	Event photography/recording (with notice and opt-out)	Consent	To feature alumni activities in publications, online or on our internal intranet (Within). We will respect requests not to be included.
Social media information (eg. LinkedIn records/ participation in alumni LinkedIn group)	From the platform (based on your settings)	Legitimate interest	To facilitate alumni community engagement; subject to the platform's privacy terms.

Providing personal data to participate in the Withers alumni network is voluntary. However, if you do not provide certain information, we may be unable to add you to the network, send you alumni communications, register you for events, or tailor content to your interests and preferences. Please note that some of the legal bases for processing your personal data may overlap and there may be several grounds which justify our use of your personal data.

Special category data: We may process limited data that you provide (e.g. information related to your health, dietary preferences, or accessibility requirements) to accommodate you at events, with your consent. You can choose not to provide this information however if you do, we may be unable to meet your specific requirements.