

Privacy Statement Alumni
Wageningen University & Research

1. General

This privacy statement is part of Wageningen University & Research (WUR) and is aimed at the WUR alumni community and the donors of University Fund Wageningen (UFW). WUR defines an alumnus as anyone who has completed a Bachelor's, Master's, or PhD at WUR and has received a diploma. A donor is defined by WUR as anyone who has donated money or intends to make a donation to UFW. This privacy statement explains which personal data WUR collects from alumni and for what purpose. It also informs you about your rights as a data subject and how to contact us. By collecting certain personal data, we can keep you informed about our activities and developments, provide services, and identify ways in which we can support each other.

2. What personal data do we process?

WUR processes the following categories of personal data:

- Name, address, place of residence;
- Phone number, email address;
- Date of birth, nationality;
- Study data (starting year, graduation program, graduation year);
- Career data and areas of interest;
- Information about donations to UFW (bank account number and donation details);
- Contributions as a volunteer (for the alumni office or UFW).

3. Source of personal data

Your personal data originates from various sources:

- Alumni data mainly comes from your student file. These are some of the details you provided at the start and during your studies at WUR.
- Your data is supplemented and/or updated with information you provide to us through (web) forms, emails, or other means.
- We also consult public sources to supplement or update your data.
 - Public sources for companies: websites of companies and organizations
 - Public sources for individuals: LinkedIn
 - Media sources: national and regional newspapers, radio, TV, news websites

4. Purpose of data processing

Personal data is used for alumni relationship management and fundraising. This includes purposes such as:

- Sending publications (e.g. digital newsletters and alumni magazines);
- Inviting you to alumni events and other WUR-related events;
- Informing you about volunteering for WUR or donation opportunities for UFW;
- Sending information about available post-academic education, career and training courses, professional training, and other relevant courses;
- Administrative purposes (e.g. processing a donation or managing an event you registered for or attended);

- Occasionally sending surveys about, for example, our activities and your career opportunities.

We aim to make this information as relevant as possible by considering your specified interests, place of residence, and/or graduation program. Depending on the contact information we have and your contact preferences, you will receive this information by mail, phone, or email.

5. Sending digital newsletters

We would like to keep you informed about news and developments regarding WUR and the alumni network. You will also receive digital invitations (by email) for (alumni) events. You can unsubscribe at any time using the link included in the email.

To measure the reach of our newsletters, we record whether you open our emails.

6. Legal basis for processing personal data

To process your personal data, a legal basis from the GDPR is required. In the case of contact with alumni, the basis is 'legitimate interest'. In the case of contact with donors, it is a combination of performance of a contract (insofar as it concerns the donation transaction) and legitimate interest (insofar as it relates to contact regarding UFW). If you no longer wish to be contacted as an alumnus or donor, we will remove all contact details unless they are still needed to fulfill a contract.

7. Exchanging data with third parties

WUR does not share your data with third parties unless necessary for carrying out our work. We aim to minimize the use of cookies and data sharing with partners.

We share data with UFW to promote fundraising. This data sharing is governed by a cooperation agreement between both parties and complies with the GDPR. UFW uses your data to approach you for voluntary contributions in terms of time, expertise, and financial support.

In case of volunteering and/or engagement requests from other departments within WUR, we only share your contact information with your consent after you have signed up.

If we engage other parties to carry out our work, such as for sending a magazine or conducting labor market research, we sign a data processing agreement with these processors. This includes agreements on the purpose, duration, and scope of the processing, retention periods, and security measures.

Sometimes we are legally required or compelled by a court to provide personal data to, for example, the tax authorities, police, or regulator. In all other cases, we will always request your permission first.

8. Data analysis

Based on the data we have, we may perform automated or manual analyses to help us improve our services and serve you better. These analyses help us provide a better experience, send

relevant and up-to-date information, and identify opportunities, such as volunteer work. For example, you can indicate which WUR themes interest you, and we try to tailor our communications and events accordingly. We also select based on study program, start or graduation year, or place/country of residence to send appropriate communication and invitations.

9. Retention period

Personal data is not kept longer than necessary for the purpose for which it is processed. To maintain long-term contact with WUR alumni, we generally apply a lifetime retention period. Data subject to a legal retention period will be deleted when that period expires. If you want your data deleted earlier, you can submit a request using the contact details below.

10. Your rights under the GDPR

If you disagree with how your data is processed and/or there are specific circumstances where your privacy interests outweigh the purposes stated above, you have the right to object. Under the GDPR, you also have additional rights, such as access, correction, or deletion of your data, and the right to restrict processing under certain conditions.

To exercise your rights, please contact: privacy@wur.nl

11. Data security

Appropriate security measures are part of personal data processing. WUR adheres to NEN-EN-ISO/IEC 27002:2017 as a baseline. This ensures optimal protection of personal data. WUR also monitors for any unlawful activity or data traffic.

Our [security policy](#) provides more details about the types of measures and how we ensure a secure website.

12. Where to file a complaint

If you disagree with how your personal data is processed, contact us via privacy@wur.nl. If you are not satisfied with WUR's handling of your complaint, you can contact the [Dutch Data Protection Authority](#).

13. Finally

WUR reserves the right to change the terms in this statement without notice. Changes take effect upon publication. If you have questions about this privacy statement, please contact us at privacy@wur.nl.