University of Pittsburgh - Office of Institutional Advancement Privacy Statement

Office of Institutional Advancement (“OIA”) University of Pittsburgh are committed to supporting the privacy of our Students, Alumni, and Friends. This Privacy Statement explains how we handle and use the personal information we collect about our alumni and our past, present and future supporters.

What personal information we collect

While specific information may vary for particular individuals, we may collect, use, store and transfer different kinds of personal information about you, which we have grouped together as follows:

- Basic biographic/contact information – home and business addresses, phone numbers, email addresses, and social media contact information
- Demographic information – names, gender, birth and death dates, photograph, and ethnicity (solely if you choose to provide ethnic information)
- Student information obtained from PITT records – degrees, majors, PITT affiliations and clubs, awards, activities, and sports participation
- Employment information – company names, job titles, and industry information
- Family information – spouse/partner’s name, children’s names and birth dates, and familial relationships
- Alumni information – event attendance, volunteer interests, organization affiliations, committee participation, awards and honors
- Donor information – giving information regarding any donation which is made, including wealth assessment information and indicators of your interest in giving
- Analytical information – aggregated information related to web visitor activity and email marketing actions

How we collect personal information about you

We collect information about you from a variety of sources. A significant portion of the information we maintain is that which you have provided to us, either by updating your profile online, registering for an event, communicating with us, or making a donation. For University of Pittsburgh students and alumni, your personal data is transferred to the Institutional Advancement database from University of Pittsburgh’s student record system when you enroll at University of Pittsburgh.

We may also augment the information we collect about you from targeted internet searches and may use third party sources, including but not limited to Lexis Nexis for Development Professionals, Iwave (PRO), Relationship Science, Hoovers, AlumniFinder, social media sites (such as Facebook, Twitter, and Linkedin), and Wealth Engine.

How we use your personal information

We use your personal information for a number of legitimate purposes all in support of PITT and its mission. Specifically, we use your personal information to:

- Keep you updated with information about University of Pittsburgh and alumni activities
- Conduct surveys, including alumni satisfaction, donation preferences and interests
• Provide alumni services, such as access to University of Pittsburgh alumni email forwarding for life
• Provide access to an online account in the http://alumnionline.pitt.edu/, for enabling online giving, event registration and more
• Fundraise for particular University of Pittsburgh concerns, initiatives or programs
• Send you information about volunteer activities and invite you to University of Pittsburgh events in your area
• Conduct philanthropic preference research in order to understand alumni and supporters, to inform our fundraising strategy and target our communications
• Perform administrative tasks and for internal record keeping purposes.
• Create and analyze aggregated (fully anonymized) information about our students, alumni, donor and other supporters for statistical research purposes in support of our educational mission.

If you have concerns about any of these purposes, or how we communicate with you, please contact us at WEBMASTER@IA.PITT.EDU. We will always respect a request by you to stop processing your personal information (subject to our legal obligations).

When we share your personal information

To perform the functions listed above, it may be necessary to share your personal information with volunteers and students. All individuals performing functions for us are informed regarding appropriate handling of your personal information. We may also share your personal information with third parties performing services under contract with us, including but not limited to Ruffalo Noel Levitz and iModules.

How your information is stored and secured

OIA uses risk-assessed administrative, technical and physical security measures to protect your personal information. Only authenticated users with specific permissions may access the data using a virtual private network. We use firewalls and regular monitoring to evaluate any attempts at accessing the systems without permission. We conduct an annual security audit of our systems.

How long we keep your personal information

We consider our relationship with alumni, donors and other stakeholders to be lifelong. This means that we will maintain a record for you until such time as you tell us that you no longer wish us to keep in touch. You may also make changes to communication preferences online through accessing the Infinite Connection.

Additional Information

We may change this Privacy Statement from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on our PITT websites or by contacting you directly.
The controller for your personal information is Office of Institutional Advancement University of Pittsburgh. We can be contacted at WEBMASTER@IA.PITT.EDU.

Rights for Individuals in the European Economic Area please see this document.

This policy was last updated in MAY 2018.