

## **LSSU Alumni Data Privacy Policy**

At Lake Superior State University, your privacy is very important. Accordingly, the university has an official Privacy Policy to protect alumni from unauthorized access to personal information.

### **Information Collected**

The LSSU Alumni office, in cooperation with Lake Superior State University, maintains a database of biographical information about University alumni, including the following:

- Name, address, telephone numbers and/or email address for both home and business
- Degree(s) and date of degree(s) awarded by LSSU
- School or college from which degree(s) was/were granted with major field of study
- Gift, pledge and prospect data
- Miscellaneous comments, awards, committee participation, etc

### **Release of Information**

The university limits the release of information about alumni and does not share or sell information for political purposes or with individuals or companies outside LSSU except under very limited circumstances, as described here. The LSSU Alumni Association, through a committee of alumni volunteers, seeks out Affinity partners that will offer products and services to alumni at values that are not generally offered to the general public. These services include financial services (e.g., credit cards), insurance programs (e.g. life and auto) travel programs and various other programs. In these cases:

1. The vendor must agree to use the information **only** for the purpose approved by the university. The sale or transfer of information by the vendor is strictly prohibited.
2. If a project results in the publication of an alumni directory, all alumni, prior to publication, must be provided the opportunity to decide whether he or she wishes to be excluded.
3. The vendor must ensure the prompt return of any LSSU-owned computer tapes, files or other electronic software provided in fulfillment of the contract.

The information shared with vendors is limited to that necessary to contact alumni for the purposes of the offer. The information is, primarily, restricted to name, address and phone number.

The LSSU Alumni Relations office occasionally produces a printed alumni directory, and also maintains an online alumni directory. Participation in the online directory is restricted exclusively to LSSU alumni who choose to register on the site. No information about alumni will be posted by LSSU on this directory; rather, alumni themselves can post (or not) any information they choose. Alumni also have the ability to manage the amount of information that is viewable on their directory listing.

### **Opportunity to “Opt Out”**

If an alumnus prefers that the university does not share personal contact information with companies or organizations outside of LSSU, he or she may opt out. That is, alumni may direct the university not to share this information by calling 906-635-6219 or emailing [alumnirelations@lssu.edu](mailto:alumnirelations@lssu.edu). Please note, choosing to opt out of this information sharing may limit an individual's opportunities to receive information that may benefit or be of interest to them.

To decline all affinity mailings choose:

- No commercial solicitation: No mailings regarding our affinity programs including all of the categories listed below (financial, travel, insurance, merchandise, directories, etc.) will be sent.

Or, to opt out of various types of affinity mailings choose (select one or more):

- No financial services – No information about the financial and insurance programs administered by the LSSU Alumni office will be sent
- No merchandise – No information about merchandise offered by the University or the Office of Alumni Relations (e.g. clothing, license plates, diploma frames, directories, etc.) will be sent.