



## Campus Data Request Policy

The University of Akron Campus Data Request Policy was developed in an effort to help preserve the privacy of alumni and other constituents of the University. It allows for the maintenance of confidentiality, data integrity, and acting in accordance with Federal Communications Commission on policies such as the CAN-SPAM Act.

In an effort to maintain relevant and current alumni information and to prohibit the creation and/or maintenance of separate distribution lists across campus, **we are no longer *providing requested alumni and friend data to our on-campus partners***. When separate distribution lists are kept by departments, schools, and individuals, and alumni request changes to their profile, the Division of Advancement is responsible for making those changes in the institution's database. When left unfulfilled, the Division is then the first point of contact for handling the following:

- Alumni requesting to be removed from certain messaging, yet still receiving messaging.
- Alumni pass away and family members still receive messaging and mailers for the deceased.
- Alumni move/change addresses, update phone numbers, and change emails
  - o We receive these updates directly from alumni as well as via third party vendors such as Blackbaud and the US Postal Service.

While the Data Request Policy prevents you from receiving contact information directly, the Division of Advancement will happily coordinate all messaging efforts on your behalf. We understand the need for the campus community to conduct programming and send communication, be it for recruitment, accreditation, events, and college updates, and will do all we can to support you in those efforts.

With the completion of the [Data Request Form](#), outgoing communication will be coordinated with little to no effort on your part.

### **We can provide:**

- Names
- Graduation Years
- Degree Type (major, minors, certificate type)
- Employment
- Student Involvement
  - o Athletics, extracurricular clubs and organizations, Greek Life, etc.
- Numbers/percentages of graduates
- Assistance in sending emails through a certified mass emailing system.
  - o Messages can be set up to appear as though they came from you, RSVPs and questions can be directed back to you.
- Assistance with sending physical mailers
  - o Charges for printing and postage will be charged to your department/account.

**We cannot provide:**

- Email Addresses
- Mailing Addresses
- Phone Numbers
- Constituent IDs

\* Please note, information obtained from the Division of Advancement should be used only to support the goals, programs, and overall mission of The University of Akron. The use of data to solicit funds is **prohibited** unless approved by the Department of Development. **Use of data for any personal matters is strictly prohibited.** Information provided may not be reproduced, distributed, or sold in any manner.

Additionally, we ask that you forward any outdated contact information discovered through communication efforts to the Division of Advancement at [alumni@uakron.edu](mailto:alumni@uakron.edu)

## Data Request Process

1. Complete the Division of Advancement [Data Request Form](#) at [uakron.edu/alumni](http://uakron.edu/alumni)
2. Allow two weeks for data retrieval and processing. Your request will then be coordinated with your assigned college liaison from the Office of Alumni Relations or Development Officer from the Department of Development.

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