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**POLICY TITLE:** Privacy Statement

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**APPLIES TO:** FHSU Foundation

**POLICY STATEMENT:** At the Fort Hays State University Foundation (Foundation), we hold immense gratitude for the kind and generous contributions from our donors, alumni, and constituents. Our steadfast dedication lies in safeguarding the privacy of our valued supporters and ensuring the utmost confidentiality of their personal details. This Privacy Statement explains our procedures for collecting, using, and protecting donor, alumni, and constituent information.

The Foundation serves as Fort Hays State University's (University's) fundraising entity. Its primary mission involves supporting the University's endeavors by engaging donors, alumni, and constituents. Our contribution to this cause encompasses a range of activities, including hosting social gatherings, producing both physical and digital publications, and facilitating communications. Furthermore, we actively engage in fundraising efforts to support the University's students, capital projects, and various initiatives. To carry out these tasks effectively, we maintain a database that contains personal information acquired during our interactions with alumni, donors, and constituents.

### **Why is Personal Information Collected?**

To fulfill our mission, it is important that we maintain a connection with individuals who have an affinity with Fort Hays State University. Our office obtains, holds, and processes the personal information of current and potential donors, alumni, constituents, and other University supporters to implement and manage all advancement and fundraising services for the benefit of the University.

The Foundation processes the information outlined in this privacy statement in pursuit of our legitimate interest in:

- Communicating with our constituents
- Providing services to our constituents (e.g., alumni programs and activities, including events, magazines, the receipt, and acknowledgment of charitable gifts); and
- Furthering our charitable mission of advancing Fort Hays State University through fundraising and securing the support of our constituents

We may contact you by telephone, email, text, and mail to pursue our legitimate interest. You can request the Foundation no longer use your personal information to contact you at any time. In addition, you may state your preferences in how we contact you and for what purposes. You may opt out of a specific form of communication at any time.

### **What Information is Collected?**

- Contact information - home and business addresses, email addresses, and phone numbers
- Demographic information – names, titles, gender, birth and death dates, religious affiliation, and ethnicity
- Information related to your tenure at the University, degrees, majors, organization involvement, activities, awards, and athletic participation
- Employment information – company names, job titles, industry information, occupation codes, and veteran and military status
- Family information – spouse’s name, children’s names and birth dates, and relationships
- Media articles featuring you
- Your participation in University events, groups, or networks
- Comprehensive records of donations made
- A repository of communications either sent to you by the Foundation or received from you

### **How is Information Collected?**

We collect information about you from a variety of sources. A significant portion of the information we maintain is that you provided to us by registering for an event, communicating with us, or donating. For alumni, your personal data is transferred to the Foundation database from the University following graduation. If you choose to contribute, whether in person or through our online platform, we will compile and retain your contact details and details of your contribution in our database.

We may also seek to validate or update additional information about you, such as your current address or occupation, by consulting publicly accessible sources like social media platforms or the Alumni Finder address tool. To supplement our knowledge, we might enlist the assistance of third-party services to obtain other details, including cell phone numbers or email addresses. Furthermore, we may engage in wealth screening activities through services provided by our software vendor Blackbaud.

### **How We Use Your Information:**

Our primary purpose is to secure philanthropic contributions from individuals, corporations, and foundations to support identified priorities by the University. To achieve this, our Foundation team collaborates closely with university administrators, deans, and faculty to fund scholarships for undergraduate students, offer support to colleges and departments, and enhance the overall campus infrastructure.

Our outreach and promotional efforts may reach you through various channels, including postal mail, email, telephone, text messages, and social media. In conjunction with the University and the Fort Hays State University Alumni Office (‘Alumni Office’), we furnish you with information regarding our fundraising initiatives at the University. You may also receive University publications, stay informed about news updates, and receive notifications about alumni-related events.

We may employ wealth screening and predictive modeling techniques to gain a deeper understanding of you as an individual, your interests, and your potential to contribute to the University's mission. This allows us to tailor the donor experience to your unique profile. Our database provider, Blackbaud, assists us by conducting research and analytics to match donors and prospects with the most suitable giving opportunities.

Your personal data is not shared or revealed to any external parties beyond the Foundation and the University, except for vendors who provide essential services in support of our mission. These vendors include the printers responsible for producing our magazines and mailings and the software vendors for our email and text message platforms. Before any data transfer, all third-party vendors with access to your information must commit to strict confidentiality and non-disclosure agreements. We do not engage in the sale or exchange of your data with any other organizations.

Public information that has been found on social media or news article publications with recent awards, new jobs and promotions, retirements, birth, marriages, and death announcements may be published in the Roar Magazine.

### **How is Information Stored and Secured?**

We are dedicated to securely handling and treating your data with the utmost care. However, it is essential to acknowledge that no organization can offer an absolute guarantee against data breaches or misuse. Your data is securely stored within the infrastructure of Blackbaud, a reputable cloud-based software company that serves numerous educational institutions, healthcare facilities, and nonprofit organizations. To maintain data integrity and confidentiality, user access is carefully controlled based on their specific job responsibilities, ensuring that individuals only have access to information pertinent to their roles. These access permissions are routinely reviewed to maintain security measures.

### **Your Rights:**

The Foundation views its connection with donors, alumni, and constituents as enduring, and we will continue to utilize your information until you notify us of your desire to discontinue communications. We strive to maintain the accuracy and currency of the data we maintain about you.

### **You have the following rights:**

- Request a copy of the information we have on record about you
- Modify or rectify the information we possess concerning you
- Adjust your communication preferences whenever you deem it necessary
- Request the removal of your personal data from the Foundation's records
- Raise objections to the processing of your information for any of the aforementioned purposes
- Opt out of all communication initiated by the Foundation and Alumni Office

**EXCLUSIONS  
OR SPECIAL  
CIRCUMSTANCES:**

NA

**CORRESPONDING  
DOCUMENTS:**

[Donor Bill of Rights](#)

**ORINATION DATE:**

October 4, 2023

**LAST APPROVED ON:**

October 12, 2023, by Travis Scoby and Jason Ball

**REVIEW / CHANGE  
HISTORY:**

October 10, 2024, by Travis Scoby and Jason Ball