



Cambridge University Women's Boat Club

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The CUWBC Foundation

Data Protection Statement

May 2019

We are proud of our alumni and friends and want to stay in touch. This statement explains how Cambridge University Women's Boat Club ("we" and "our") handles and uses the personal data we collect about our members and our past, current and future supporters ("you" and "your"). Developing a better understanding of our members and supporters allows us to keep in touch with you, keeping you apprised of our activities and developments, allowing us to provide services to you, and to identify ways in which you can support us, through volunteer help, attending our events and through donations or other forms of financial and non-financial support.

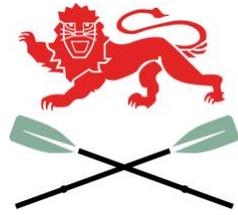
We are committed to protecting your personal information and being transparent about what information we hold.

Personal data that we hold

We may hold information relating to you from a number of sources. A significant proportion of the information we hold is that which you provide to us (for example, you may give us information by filling in forms on our website, or by corresponding with us by telephone, email or otherwise).

Most records contain:

- your contact details (and we update these whenever you let us know that they have changed)
- for alumni in particular, details of the crew(s) that you rowed in and details of your education including your college, the courses you have completed, dates of study and other universities you attended
- unique personal identifiers and biographical information (e.g. date of birth)
- details of your interactions with us, including:
 - your membership and achievements with us
 - your attendance at our events
 - other contact with us
 - details of benefits and services provided to you
 - your relationships with other members or supporters
- details about your family (e.g. whether you are married, your maiden & married names if applicable, the name of your partner or spouse)



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- personal data provided by you for a specific purpose (e.g. disability and dietary preferences for event management purposes)
- your communication preferences, to help us provide tailored and relevant communications

We also record, where applicable, based on information which you provide to us and, in some cases, publicly available information and information from our partners (as listed below):

- details of your volunteering roles with us
- financial information relating to you and your family, including your history of donations made to us, your ability and inclination to make donations, which appears might be of interest and your philanthropy and other giving
- your career highlights and other life achievements
- information about your areas of interest and extra-curricular activities

We augment the data we hold with data from our partners (as listed below) and publicly available data. We may use targeted internet searches and may search websites (either directly or using search engines), which we consider any reasonable person would consider reputable, where relevant, to obtain and maintain the accuracy of the data listed above.

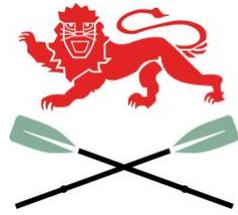
How we use your data

Your data is used by the Club and its Foundation for alumni relations, supporter communications and fundraising purposes.

These include:

- sending you publications (e.g. emails, newsletters and updates about our activities)
- conducting surveys, including research on when and whether certain events and fundraising appeals may be of interest to you
- providing services
- inviting you to our events
- sending you details of volunteering opportunities
- sending you tailored proposals, appeals and requests for donations
- research to improve our understanding of our members and supporters, target our communications more effectively and inform our funding strategy
- internal record keeping, including the management of any feedback or complaints
- administrative purposes (e.g. to process a donation you have made or to administer an event you have registered for or attended)

Please note, because we are a constituent Club of the University of Cambridge and because it is good practice and protects our members, we are required to conduct due diligence, including reviewing publicly available personal data relating to the donor's criminal convictions and offences before seeking or accepting major donations.



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Communications to you may be sent by post, telephone or electronic means (principally by email), depending on the contact details we hold, the consent that you have provided, and the preferences expressed by you about the types of communications you wish to receive.

If you have concerns or queries about any of these purposes, or how we communicate with you, please contact us using the details listed below.

We may use automated or manual analyses to link data together to provide you with an improved experience, to send you communications which are relevant and timely, to identify volunteering opportunities or opportunities for providing support which may be of interest to you, to help us identify your potential for supporting us and to avoid approaching you with opportunities which are not of interest. All of this enables us to achieve our strategic objectives, to provide the best support to our athletes, alumni and friends, to send out more effective, more engaging and cost-efficient communications, to run events of interest and to raise funds in the most successful manner. We always seek to ensure that any opportunities we present are aligned with your interests, based on the research we conduct.

We will always respect a request by you to stop processing your personal data, and in addition your statutory rights are set out below.

When we share your data with others

In addition to disclosure as permitted or required by law, we may share the above categories of data with Cambridge University Lightweight Rowing Club (CULRC) as part of our joint activities, the University of Cambridge, including the Cambridge University Development and Alumni Relations (CUDAR), where we work closely with CUDAR who assist the Club in processing charitable donations), Cambridge in America (the University's affiliate office in the USA), other alumni societies and volunteers and the Colleges on a considered basis. Any transmission of data to or from the University and Colleges is managed through agreed processes which comply with relevant data protection legislation. The University and each College has its own data protection statement and procedures.

Additionally, we may share the above categories of data on a considered and confidential basis, where appropriate, with third parties engaged which are by us to provide support to the Club and its Foundation, including contractors who are providing services to you on our behalf, or services to us including fundraising-related services such as companies that provide us with data about alumni and supporters and consultants advising us on fundraising strategy and individuals' capacity to donate and event-related services, such as venues or catering companies requiring knowledge of dietary and access requirements or attendance lists.

We also facilitate communication between individual alumni but, in doing so, do not release personal contact details without prior permission of the individual.



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How we protect your data

We ensure we have appropriate data sharing arrangements in place before sharing your personal data.

We do not sell your personal data to third parties under any circumstances.

Any transfers of your data overseas (outside of the European Economic Area), as set out above, are protected either by an 'adequacy decision' by the European Commission (declaring the recipient country as a 'safe' territory for personal data) or by standard contractual clauses adopted by the European Commission (which give obligations for the recipient to safeguard the data). Further information about the measures we use to protect data when being transferred internationally is available from us (via the contact details set out below).

Your rights

You have the right to:

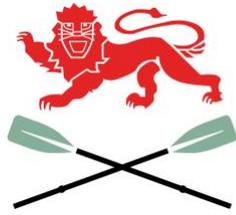
- ask us for access to, or rectification or erasure of your data
- restrict processing (pending correction or deletion)
- object to communications or direct marketing
- ask for the transfer of your data electronically to a third party (data portability)

You have the right to lodge a complaint with the Information Commissioner's Office at <https://ico.org.uk/concerns/>

Further information

The legal basis for processing your personal data for the interdependent purposes set out above is that it is necessary for the pursuit of our legitimate interests. We always handle your personal data securely and minimise its use, and there is no overriding prejudice to you by using your personal information for these purposes. In addition, there is no statutory or contractual requirement for you to provide us with any personal data.

The controller for your personal data is Cambridge University Women's Boat Club and The CUWBC Foundation (c/o the Senior Treasurer, Mary Hood), and we can be contacted at senior-treasurer@cuwbc.org.uk or the Goldie Boathouse, Kimberley Road, Cambridge, CB4 1HJ, United Kingdom.



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You are in control

Please contact us if you have any concerns or questions about the above information or you wish to ask us not to process your personal data for particular purposes. Where you have specific requests relating to how we manage your data, we will endeavour to resolve these, but please note that there may be circumstances where we cannot comply with specific requests e.g. due to legal requirements.

We are proud to have you as lifelong supporters of CUWBC and its Foundation and we will retain your data indefinitely in support of your relationship with us, unless and until you request us to do otherwise. We will publish any changes we make to this data protection statement and notify you by other communication channels where appropriate.

Where you exercise your right to erasure, we will continue to maintain a core set of personal data (name, membership details, unique identification number and date of birth) to ensure we do not contact you inadvertently in future. We may also need to retain some financial records about you for statutory purposes (e.g. Gift Aid, anti-fraud and accounting matters).