

# THE UNIVERSITY OF HONG KONG

## Development & Alumni Affairs Office

### Privacy Notice - Supplement to the Personal Information Collection Statement of Development & Alumni Affairs Office ("DAAO PICS")

This privacy notice supplements the [DAAO PICS](#) and applies to you if and to the extent that the General Data Protection Regulation of the European Union ("GDPR") is applicable and relevant.

It is important that you read and understand this privacy notice, together with any other privacy notices/PICs that you are provided on specific occasions or matters.

The GDPR can be accessed [here](#).

#### Introduction

The University of Hong Kong ("University") is committed to protecting the privacy and security of your personal data ("personal data"). This privacy notice further explains how the University collects, uses, shares, handles and stores your personal data, and outlines your rights in relation to the personal data that we process.

The University is the Data Controller for your personal data.

The GDPR Focal Point for this privacy notice is the Development and Alumni Affairs Office (DAAO), G/F, Hung Hing Ying Building, The University of Hong Kong, Pokfulam, Hong Kong (email: [alumni@hku.hk](mailto:alumni@hku.hk)).

#### Personal Data Collected / To Be Collected

The University may collect, hold and process personal data of you including personal details, contact details, residence, family information, education and training records, professional qualifications, hall and student society affiliations at HKU, history of donations made to HKU and /or overseas charitable organisations set up by HKU, communication preferences, career information, interests, and achievements.

Personal data and special categories of personal data of you held by the University are collected directly from you; the student record system of the University; during your contacts with the University through various channels of communications with you; or in some cases from a third party or source, that may include overseas charitable organisations set up by HKU. When your personal data is collected from a third party or source, you will be informed if it is required by the GDPR.

## **Purposes of Collection**

The University collects, holds and processes the personal data and special categories of personal data of you in order to maintain contact, to update you with the latest developments of the University, to provide information, e.g. University news, activities, giving initiatives, courses and programmes, training and continuing professional development, and to provide services associated with the University's education and engagement activities. Without the personal data, the University may not be able to provide any information and services to you, or meet its statutory and other obligations. Information is utilised by various offices/work units of the University as is necessary and proportionate for our operational purposes (including the performance of education, engagement and administrative functions).

## **Use of Data**

The University will use personal data (including special categories of personal data) to maintain contact, to update you with the latest developments of the University, to provide information, e.g. University news, activities, giving initiatives, courses and programmes, training and continuing professional development, to deliver services, to manage access to events, activities, facilities and resources, including online resources, and to meet statutory or other obligations.

We may also use your personal data for other purposes, for example: to undertake statistical analyses and reporting, surveys, or other forms of research into prediction, trends and market analyses; to carry out compliance audits; to promote fundraising campaigns; to promote and enhance services; to investigate or prevent fraud and crimes.

Unless otherwise specified, provision of personal data is voluntary. However, failure to provide relevant information when requested, or if you request to delete some or all of your data, may render the University unable to perform the relevant functions (e.g. to provide services), or to comply with legal requirements.

## **Accessing and Updating the Personal Data**

You are able to access and update personal data via the University's alumni website ([www.alumni.hku.hk/](http://www.alumni.hku.hk/)). Please advise us promptly of any changes to your details. If you have any questions about the personal data we hold, please contact the GDPR Focal Point ([alumni@hku.hk](mailto:alumni@hku.hk)) in the first instance.

## **Legal Bases for Processing the Personal Data**

We will only use your personal data where the law allows us to do so. The legal bases for processing include:

- (a) pursuing legitimate interests by the University for purposes set out in this privacy notice;

- (b) consent from you for processing certain kinds of personal data – you have the right to withdraw your consent at any time;
- (c) performance of a contract under which the University provides facilities and services to you or taking steps at the request of you prior to entering into a contract;
- (d) processing activities under a legal obligation;
- (e) protecting the vital interests of you or another party; and/or
- (f) performance of a task carried out in the public interest or in the exercise of official authority.

Where special categories of personal data are processed the legal bases for doing so will be those provided under the GDPR.

### **Sharing Personal Data**

Within the University, your data is shared with the Development & Alumni Affairs Office, Faculties and other departments that need access for delivering their activities for the purposes referred to in this privacy notice.

We will never sell your personal data to third parties. For purposes referred to in this privacy notice, we may share your personal data with third-party service providers acting on the instructions of the University, including overseas charitable organisations set up by HKU. You can opt-out of some data sharing arrangements, but we encourage you to think carefully about the impact of doing so.

### **Transfer of Personal Data outside of the European Economic Area ("EEA") and/or to International Organisations**

If we need to transfer your personal data outside the EEA and/or to international organisations, any such transfer will comply with the requirements of the GDPR. If necessary, you may be informed and your consent may be obtained.

### **Retention of Personal Data**

The University considers its relationship with alumni, donors and supporters to be life-long. In order for the University to carry out its business functions of keeping alumni and supporters up to date with University activities, and building relationships with supporters and prospective supporters, it requires much of your data to be held indefinitely whilst the relationship endures. When determining how long we should retain your personal data, we take into consideration our legal obligations and tax or accounting rules. When we no longer need to retain personal information, we ensure it is securely disposed of. We may keep anonymised statistical data indefinitely, but you cannot be identified from such data.

If you no longer wish to receive communication from the University, please send the request together with your full name in English, year of graduation and programme of study to [alumni@hku.hk](mailto:alumni@hku.hk). Please note that we still need to retain a minimal

amount of personal data so that we can keep a record that you have asked us not to contact you. In addition, alumni records will retain details on the qualifications studied for with the University, for purposes of statistical and historical analysis.

### **Rights of Data Subjects**

Data subjects have the following rights under the GDPR:

- The right to be informed about which personal data is collected and how it will be used;
- The right to request access to personal data held by the University;
- The right to have incomplete or inaccurate personal data rectified;
- The right to have personal data removed or deleted in certain circumstances;
- The right to restrict or object to the processing of personal data – individuals have the right to block the processing of their personal data by the University in specific situations;
- The right to personal data portability – the right to request provision of some elements of information in digital form in order to provide it to you or to other organisations;
- The right to withdraw a consent previously given.

In the first instance, please contact the above GDPR Focal Point if you would like to discuss any aspect of your rights in relation to your personal data, or exercise these rights. You should note that removal or deletion of personal data may render the University unable to perform the relevant function.

### **Feedback, Concern and Complaint**

If you have any feedback, concern or complaint in relation to the processing of your personal data, please contact the above GDPR Focal Point. If you have a formal complaint, you may contact the Office of the Privacy Commissioner for Personal Data of Hong Kong and/or the relevant supervisory authority.

The University reserves the right to update this privacy policy at any time.

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