

CONSTITUENT PRIVACY POLICY FOR IOWA STATE UNIVERSITY ALUMNI, SUPPORTERS AND FRIENDS

Policy Statement

The Iowa State University Foundation (“ISU Foundation,” “we,” “our,” or “us”), Iowa State University and its affiliated organizations respect the privacy of your information. We recognize that providing your personal information is an act of trust. We are committed to protecting your privacy and being transparent about it. All information we obtain, hold, and process is handled responsibly and securely and used to further the mission of Iowa State University (“The University”).

This policy pertains to the collection, use, and protection of Iowa State University constituent data, which is owned and maintained by the ISU Foundation in the ISU Constituent Database. The ISU Constituent Database is used by the University and its affiliates for purposes consistent with advancing the mission of the University. ISU Constituents means ISU alumni, supporters, and friends.

This policy outlines the types of information maintained to conduct the business of Iowa State University and its affiliates. Examples of University affiliated organizations include the ISU Foundation, the ISU Alumni Association, and the ISU Research Park, among others.

This privacy policy covers the following topics:

- I. Personal Data Collected Directly from Individual Constituents
- II. Information Collected From Other Sources
- III. How We Use Your Data
- IV. Information Collected as You Navigate Our Site
- V. How We Protect Your Data
- VI. Who We Share Your Data With
- VII. Your Rights
- VIII. Updating Information and Communication Preferences
- IX. Contact Information

I. Personal Data Collected Directly from Individual Constituents

Personal data collected directly from you through your interactions with the University or its affiliates includes:

1. Name and contact details including mailing addresses, email addresses, and phone numbers;
2. Title, gender, ethnicity, nationality, and date of birth;
3. Your degree and graduation information, and information about scholarships you received at Iowa State University;
4. Your campus history, including attendance, awards, honors, and student activities;
5. Recreational activities and interests you participated in while at the University (for example, membership in marching band);
6. Employment information, such as your title, employer, and work location;
7. Family and spouse/partner details and your relationships to other alumni, supporters, and friends;
8. Your volunteer activities on behalf of the University or its affiliated organizations;
9. Your engagement and interactions with the University or its affiliated organizations in meetings, events, groups, or networks;
10. Online information you may have entered in the University website or those of its affiliates;
11. Your activity on University social media channels or those of its affiliates (for example, the University Facebook page);
12. Records of donations and memberships at the University and some of its affiliated organizations;
13. Records of communications sent to you or received from you by the University or its affiliated organizations;
14. Other information that you have provided to us in the process of conducting business with Iowa State University.

II. Information Collected From Other Sources

As a fundraising and engagement services organization, we may gather more information about you—like media articles, social media activity, or professional employment history—from publicly available sources. We may obtain information about you from third parties to whom you have given your consent to share it (for example, a crowdfunding site to which you may have contributed). This helps us understand more about you, your interests in supporting Iowa State University, and your preferences about events, communications, and services.

III. How We Use Your Data

We use your personal data for the purposes described below, on the basis of our legitimate interests (for example, sending college newsletters to alumni), pursuant to a contractual agreement (for example, to provide required tax information), or per your consent, where applicable, all in order to advance the interests of Iowa State University and its affiliated organizations.

These interests include:

- Providing, improving, and customizing educational offerings;
- Promoting the success of current and former students;
- Furthering research and understanding in fields of academic study;
- Maintaining an ongoing relationship with alumni, supporters, and friends of the University, and helping to connect them with others;
- Requesting gifts or donations;
- Offering invitations to events and opportunities to volunteer;
- Conducting admissions research;
- Understanding how our online platforms are being used;
- Administration of operations;
- Exploring ways to develop and grow our operations;
- Ensuring the safety and security of students, faculty, fellows, employees, and others;
- Meeting our obligations and enforcing our legal rights.

We collect and process personal information for the primary purpose of providing you with opportunities to engage with the University and some of its constituents through interactions, events, and donations to benefit Iowa State University. By collecting information about you we can tailor communications and provide you with the most appropriate and meaningful experience and connection with Iowa State University.

We use the data we collect to connect you to the causes, departments, and University initiatives you care about. We use this information to keep in touch with you and inform you about University-related activities and developments; notify you of events and activities on campus and within your geographical region; offer services and involvement opportunities; send publications and campus information; notify you of activities; and to request and process donations. To keep in touch with you we may contact you by telephone, email, mail, or social media. If you received a scholarship at Iowa State University, your data will be used for donor stewardship purposes and other scholarship reporting. We hold information about you to segment our fundraising efforts and determine the most appropriate donor approach and experience. To accomplish this, we conduct asset screening and predictive modeling on alumni and donor records.

IV. Information Collected as You Navigate Our Site

We automatically collect the following information as you navigate the Foundation site:

- Which pages you access, the frequency of access, and what you click on;
- Information about the device you are using, such as hardware model, operating system, application version number, and browser;

- When you access the site via a browser on your mobile device, we collect and aggregate information about whether you are accessing the site via a mobile device or tablet, device type, and carrier;
- Location information on a city-regional basis.

We use cookies and tools such as Google Analytics (discussed below) to aggregate data to monitor traffic and trends to improve our site and services. We use other analytic tools to understand social media behaviors of our donors and prospective donors. We use cookies collected from the site for two primary purposes—to carry information about your current site visit from one page to the next, and to recognize you and remember your preferences on any subsequent visits. You can disable cookies by changing preference settings in your web browser. You can use most of our site with cookies disabled on your browser, but you may find that some of the site functions require you enable cookies.

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses cookies or other tracking technologies to help us analyze how users interact with our site, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The technologies used by Google Analytics do not gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt-out of tracking of analytics by Google, click [here](#).

We also use Google reCAPTCHA, a free service provided by Google, Inc., to protect our site from spam and abuse. Google reCAPTCHA uses advanced risk analysis techniques to decipher humans and bots. Google reCAPTCHA works differently depending on what version is deployed. For example, you may be asked to check a box indicating that you are not a robot or Google reCAPTCHA may detect abusive traffic without user interaction. Google reCAPTCHA works by transmitting certain types of information to Google, such as the referrer URL, IP address, visitor behavior, operating system information, browser and length of the visit, cookies, and mouse movements. Your use of Google reCAPTCHA is subject to Google's [Privacy Policy](#) and [Terms of Use](#). More information as to Google reCAPTCHA and how it works is available [here](#).

Some internet browsers incorporate a "Do Not Track" feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, our site does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

The site may contain links that will let you leave it and access other websites. Linked websites are not under our control. This privacy policy applies solely to information that is acquired by us on our site. We accept no responsibility or liability for these other

websites.

The site is not intended for children under 13 years of age. We do not knowingly collect, use, or disclose personal information from children under 13.

V. How We Protect Your Data

We are committed to safeguarding your data and treating it with sensitivity. Although no organization can guarantee that data in its possession is immune from threat actors or inadvertent disclosure, we endeavor to protect your information by maintaining an extensive information security program that meets or exceeds all applicable laws and regulations, as well as best practices. Your data is held in a secure environment and access is restricted based on job roles. All employees with access to the data are required to maintain confidentiality.

We partner with third-party vendors to procure secure online giving and ecommerce transactions. Vendors are required to maintain compliance with the Payment Card Industry Data Security Standard (PCI DSS) and the Payment Application Data Security Standard (PADSS) to help ensure your ecommerce transaction data is encrypted and protected. These standards are endorsed by the PCI Security Standards Council, founded by American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa, Inc.

VI. Who We Share Your Data With

Access to the ISU Constituent Database is available to Iowa State University and its affiliated organizations, as needed to advance their university-related missions and to support the overall mission of Iowa State University. We will retain your personal data for as long as necessary for the purposes set out in this policy.

We provide information to vendors and service providers who support our business functions. We sometimes share information with third-party vendors and service providers or with organizations that may be commercial in nature if we determine there is a benefit to our alumni and friends. You have the right to request not to be included in these activities and we will honor your request. Instructions on how to opt-out of these activities are included in section VIII, below.

Examples of when we might utilize third-party vendors include those that provide services such as payment processing, information updates, market segmentation, asset and wealth screening, relationship management, and other marketing services. By doing so, we aim to get a better understanding of which of our services, activities, and appeals may be of interest to you, and how to best contact you. We only share information with our vendors once they sign an agreement with obligations governing confidentiality and data security.

The ISU Alumni Association, an affiliated organization, maintains online and app-based alumni directories as a membership benefit and publishes a printed directory through a third-party vendor to share with Iowa State University alumni. You have the right to request that your information not be included in these directories. Instructions on how to opt-out are included in section VIII, below.

Information about you may also be shared when we believe it is reasonably necessary to comply with a valid legal process (e.g., subpoenas, warrants, public information requests, etc.) or to protect the right, property, or safety of our employees, users, or organization.

VII. Your Rights

We strive to be efficient, lawful, and appropriate in the delivery of our services, and not operate to the detriment of your interests and rights.

You have the right to:

- request a copy of the information we hold about you;
- correct the information we hold about you to ensure its accuracy;
- have us remove your personal information from the ISU Constituent Database, provided that this removal does not violate legal retention requirements;
- object to the processing of your information for any of the purposes outlined above;
- change your communication preferences at any time;
- opt out from direct marketing communications that use ISU constituent data.

Instructions on how to correct your information or opt-out from communications are included in section VIII, below.

VIII. Updating Information and Communication Preferences

We consider Iowa State University's relationship with you to be lifelong, and we will endeavor to keep in touch unless you tell us you do not wish to hear from us. We will also try to keep your data as up-to-date and accurate as possible, and the updates you may provide to us are very helpful.

Depending on the jurisdiction in which you reside, your consent may be required for electronic communications (including email, text or SMS) from Iowa State University.

If you want to view or update your record, please go to www.foundation.iastate.edu/update. To correct or update your contact preferences, or to opt-in to receive electronic communications from Iowa State, please go to

www.foundation.iastate.edu/preferences or contact us using any of the options listed below.

You have a choice on whether you want to receive information about Iowa State University and about your preferred method of communication with us. At any time, you may request we no longer use your personal information to contact you for engagement or fundraising purposes. Please contact us and we'll be happy to assist you with your preferences.

IX. Contact Information

This policy is subject to changes or additions, from time to time, and any updates will be posted online at www.foundation.iastate.edu/privacy.

If you have questions, comments, requests, or concerns about this policy or other privacy-related matters, please contact us any time:

By Email: privacy@foundation.iastate.edu

By Phone: 515.294.4607

Toll Free: 1.866.419.6768

By Mail: Privacy Officer: Rosa Unal

Iowa State University Foundation

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