

How UCT Trust might use information held		Where this information comes from	UCT Trust's legal basis for processing this information
To communicate with alumni and friends	Informing alumni and friends about services or events related to UCT, such as alumni events, reunions or networks	From data subject (e.g. when details are updated on the UCT website, or contact is made with UCT Trust) UCT Student Records Publicly available information	Legitimate interest deriving from association with UCT and/or individual consent
	Updates on University news, e.g. via the alumni e-newsletter and occasional postal mailings, including, where relevant, communications from former UCT school of study or faculty		
	Information on fundraising campaigns, activities and appeals, including occasional general or tailored requests to consider giving financial support to the University		
	Sending requests to meet with a member of UCT staff in order to reconnect and explore ways in which the subject may wish to become more involved with the University		
To help the UCT Trust meet its strategic goals, including fundraising	To conduct data analysis to identify specific alumni and supporter characteristics in order to segment our database and target our activities and communications accordingly	From subject (e.g. when details are updated on the UCT website or through actions taken such as attending an event) Publicly available information	Legitimate interest
	Research using publicly available sources to improve our understanding of alumni, friends and supporters and to identify and gain access to people and organisations who may have an interest in supporting UCT at higher levels. This research informs our and UCT's fundraising strategy and helps to target communications more effectively.		
For administrative and legal purposes	Internal record keeping including audit and the management of any feedback or complaints	From subject (e.g. response to an appeal or regular donations)	Legal obligation and/or legitimate interest
	For general administrative purposes, e.g. in order to process a donation or to administer an event the subject has registered for or attended, and for accounting purposes		
	For submission of Gift Aid claims to HMRC		