

Policy Name:	Advancement Data Policy
Originating/Responsible Department:	University Advancement
Approval Authority:	Senior Management Committee
Date of Original Policy:	January 2009
Last Updated:	June 2025
Mandatory Revision date:	June 2030
Contact:	Director, Advancement Services and Annual Giving

Policy Statement:

The Advancement Data Policy outlines how Carleton University maintains access to accurate, secure, and centralized donor and alumni data in compliance with institutional policies and privacy legislation.

Purpose:

This policy is intended to achieve the following:

- a) to ensure that donor and alumni data are always as accurate as possible and to manage the care and control of personal information that is consistent with both Carleton's policies regarding the collection, use, retention and disclosure of personal information and the *Freedom of Information and Protection of Privacy Act*,
- b) to mitigate against multiple custodianship that defeats efficient management of the personal information of donors and alumni held by the University, and
- c) to ensure that consistent, accurate information about alumni and donors is readily available in a timely fashion to University bodies requiring the information for activities deemed appropriate by University Advancement.

Scope:

This policy applies to all academic and administrative departments of Carleton University that require access to donor or alumni information.

Procedure:

Confidentiality

1. At all times the University is committed to ensuring the confidentiality and privacy of each member of the Carleton community, its alumni and donors as per the standards set out in the *Freedom of Information and Protection of Privacy Act*.
2. Advancement Services, on behalf of Carleton University, collects, discloses and uses the personal information of alumni and donors in accordance with subsections 38(2), 41(1) and 42(1) of the *Freedom of Information and Protection of Privacy Act*.

3. Questions regarding the collection, use, retention, disclosure and disposal of personal information held by Advancement Services should be sent to the Director of Advancement Services and Annual Giving.

Access to Alumni and Donor Records

1. Advancement Services will assist campus partners by providing convenient, timely retrieval of donor and alumni information as needed for activities carried out on behalf of Carleton University.
2. Faculties, schools, colleges, units and departments can request the most recent data from Advancement Services each time it is required by contacting University Advancement.
3. All requests for alumni or donor information must be submitted by an authorized Carleton University employee from an administrative or academic unit.
4. Any requested information received by a faculty, school, college, unit or department must be kept and disposed of pursuant to the university's retention schedule.
5. Advancement Services will:
 - a. clarify the intent of a request for donor or alumni information,
 - b. understand the requesting unit's use of alumni and/or donor information, and
 - c. understand the use of any data relating to alumni or donors previously collected and maintained by the unit.
6. Prior to releasing information and to ensure that activities or services are not duplicated, Advancement Services will verify that any requested uses of alumni and/or donor information are not in conflict with other planned or occurring institutional objectives.
7. Volunteers working with alumni or donor information will be required to sign a Confidentiality Agreement.

Custodianship of Alumni and Donor Information

1. Carleton University will maintain a centralized database of official alumni and donor records within the University's administrative systems.
2. Faculties, schools, colleges, units and departments should not maintain separate "shadow databases" of data on Carleton University alumni or donors in either electronic or hardcopy format.
3. Administrative and academic units that have collected or currently receive biographical information (e.g. address, name, telephone, email) from alumni and/or donors must forward the updates to Advancement Services for confirmation and inclusion in the centralized administrative systems.
4. Any faculty, school, college, unit or department currently holding alumni and/or donor information in a "shadow database" will be required to transmit that data to the centralized Banner Advancement database.

Data Retention

The faculty, school, college, unit or department, after transmitting the above-mentioned data, must comply with the university's retention schedule.

Roles and Responsibilities:

University Advancement as well as the Deans and Directors of academic and administrative departments are responsible for implementing this policy.

Contacts:

Director, Advancement Services and Annual Giving
Chief Advancement Officer

Links to related Policies:

Access to Information and Privacy
Anti-Spam Compliance Policy
Corporate Records and Archives Policy
Data Protection and Risk Management Policy
University Information Technology Security Policy