

ALUMNI AND SUPPORTERS DATA PROTECTION NOTICE

1. INTRODUCTION

At Kalasalingam Academy of Research and Education (KARE), alumni and supporters form an integral part of the institution's continued growth, reputation, and community engagement. The University is committed to protecting the privacy and personal data of its alumni, donors, supporters, and friends.

This Data Protection Notice explains how KARE collects, stores, manages, and protects personal data relating to alumni and supporters. It outlines the types of data held, how the data is used, with whom it may be shared, and the rights of individuals under applicable data protection laws.

KARE processes personal data in accordance with the provisions of the Digital Personal Data Protection Act, 2023 (DPDP Act), other applicable laws and regulations of the Government of India, and relevant University policies governing data protection and information security.

The University ensures that personal data is handled using appropriate technical and organizational safeguards, including secure storage, encryption (where appropriate), restricted access based on authorized roles, regular system monitoring, and confidentiality measures to protect personal information from unauthorized access, disclosure, alteration, or destruction.

2. WHO WE ARE

In this Notice, "we", "us", "our", and "the University" refer to Kalasalingam Academy of Research and Education (KARE).

The office responsible for managing alumni and supporter data is typically the Alumni Relations and Development Office, which operates as part of the University and acts under its authority as the data controller.

3. HOW WE COLLECT YOUR PERSONAL DATA

KARE collects personal data through multiple channels, including:

3.1 Direct Collection

- Information provided during your time as a student
- Data shared during alumni registration or engagement
- Information provided during event participation, donations, or communications

3.2 Internal Sources

- Student records transferred upon graduation
- Information from departments, faculties, and administrative units
- Engagement with University services, events, and platforms

3.3 External and Public Sources

- Publicly available sources (e.g., professional directories, publications)
- Social media platforms and professional networks
- Third-party partners, collaborators, or service providers

The University makes reasonable efforts to ensure that personal data collected is accurate, relevant, and up to date.

Data Accuracy

KARE makes reasonable efforts to ensure that personal data collected is accurate, relevant, and up to date. Alumni and supporters are encouraged to periodically update their personal information, including contact details, employment information, and address, to help maintain accurate records and enable effective communication.

4. THE PURPOSE AND LEGAL BASIS FOR PROCESSING YOUR DATA

KARE processes personal data for purposes aligned with its institutional mission and alumni engagement objectives.

4.1 Purposes of Processing

- Maintaining communication with alumni and supporters
- Providing alumni services, benefits, and networking opportunities
- Organizing events, reunions, and academic activities
- Supporting fundraising initiatives and donor engagement
- Enhancing student support through alumni contributions
- Strengthening institutional relationships at regional, national, and global levels
- Supporting research, development, and strategic initiatives

4.2 Legal Basis

Processing of personal data is based on:

- Legitimate Interests: To maintain relationships and support institutional development
- Consent: Where required (e.g., marketing communications, promotional materials)
- Legal Obligations: Where applicable under laws and regulations

Individuals have the right to object to processing carried out under legitimate interests.

5. THE DATA WE HOLD

KARE may collect and process a range of personal data, including:

- Personal identification details (name, date of birth, gender)
- Contact information (address, email, phone number)
- Academic records (courses, degrees, year of graduation)
- Professional information (employment, achievements)
- Engagement history (event participation, communications)
- Donation history and supporter activities
- Interests, preferences, and affiliations
- Publicly available information (e.g., media mentions, professional profiles)
- Digital interaction data (e.g., website usage, IP address, browsing patterns)

Sensitive personal data is processed only where necessary and with appropriate safeguards.

6. HOW WE USE YOUR DATA

Personal data may be used for various alumni engagement and institutional purposes, including:

- Sending newsletters, updates, and publications
- Inviting participation in events, reunions, and programs
- Promoting alumni benefits, services, and opportunities
- Facilitating mentoring, career development, and networking
- Supporting fundraising campaigns and donor engagement
- Conducting surveys, research, and feedback collection
- Improving communication strategies and service delivery

The University may use tools such as analytics and communication tracking to enhance engagement and improve services.

7. PHILANTHROPY, DATA ANALYSIS AND CONTACT UPDATES

As part of its development activities, KARE may:

- Use publicly available information to understand alumni interests and engagement potential
- Conduct data analysis to improve communication, services, and fundraising efforts
- Update contact information through reliable and lawful sources

These activities are conducted responsibly, transparently, and in compliance with data protection principles. Individuals have the right to opt out of such processing.

8. SHARING OF PERSONAL DATA WITH THIRD PARTIES

KARE may share personal data with authorized entities where necessary, including:

- Alumni chapters, groups, and volunteer networks
- Partner institutions and collaborators
- Service providers supporting alumni engagement and IT systems
- Event organizers and communication platforms
- Donor management and fundraising partners

All third-party data sharing is governed by agreements ensuring data protection, confidentiality, and compliance with applicable laws.

9. CROSS-BORDER DATA TRANSFERS

In the course of alumni engagement and institutional activities, personal data may be transferred outside India.

Such transfers will be carried out:

- In compliance with applicable legal requirements
- With appropriate safeguards to ensure data protection
- Through secure and approved mechanisms



KALASALINGAM
ACADEMY OF RESEARCH AND EDUCATION
(DEEMED TO BE UNIVERSITY)

Under sec. 3 of UGC Act 1956. Accredited by NAAC with "A" Grade



Anand Nagar, Krishnankottai - 626126, Srivilliputhur (Via), Virudhunagar (Dt), Tamil Nadu | info@kalasalingam.ac.in | www.kalasalingam.ac.in

10. HOW LONG WE KEEP YOUR DATA

KARE maintains alumni records for long-term engagement purposes. Personal data is retained:

- For the lifetime of the alumni relationship with the University and for up to five (5) years after the last recorded engagement, unless a longer retention period is required by applicable law, regulatory requirements, audit obligations, or legitimate institutional purposes.
- In accordance with the University's Records Management Policy.
- In compliance with legal and regulatory requirements.

11. YOUR RIGHTS

Alumni and supporters have the following rights:

- Right to access personal data
- Right to correct inaccurate or incomplete information
- Right to request deletion or restriction (where applicable)
- Right to object to processing (including marketing communications)
- Right to withdraw consent at any time
- Right to not be subject to solely automated decision-making

Requests to exercise these rights can be made through the University's designated contact channels.

12. QUESTIONS OR COMPLAINTS

Data Breach Response

In the event of a personal data breach that is likely to result in harm to affected individuals, KARE shall promptly assess the nature and extent of the breach, take immediate measures to contain and mitigate its impact, investigate the cause, restore the security of affected systems, and implement corrective actions to prevent recurrence. Where required under applicable law, affected individuals and relevant regulatory authorities shall be notified within the prescribed timelines.

For queries or concerns regarding data protection, please contact:

Alumni Relations and Development Office / Data Protection Officer

Kalasalingam Academy of Research and Education

Email: dataprotection@klu.ac.in

Individuals also have the right to lodge complaints with the relevant data protection authority if they are dissatisfied with the University's response.

13. REVISIONS TO THIS NOTICE

KARE reserves the right to update this Data Protection Notice periodically to reflect changes in legal, regulatory, or institutional requirements.

The latest version will be made available through official University communication channels.

CONCLUSION

This Alumni and Supporters Data Protection Notice demonstrates KARE's commitment to maintaining lifelong relationships built on trust, transparency, and responsible data management, while supporting the continued growth and success of the institution.