

**Springfield College  
Office of Advancement Services**

**Alumni Records Information Release Policy Statement**

**Statement of Purpose**

The Advancement Services department of Springfield College maintains a database of biographical and gift/pledge information about College alumni and friends in accordance with the general needs and expectations of the College community. The information contained within this database is intended exclusively for purposes related to Springfield's programs.

Springfield College regards all information (freely given or learned) about its alumni to be confidential in nature. Therefore, care is used in the dissemination of any alumni information to individuals involved in College approved activities on an "as need to know" basis. Springfield College retains the rights to, and ownership of, any and all information released to individuals acting on behalf of the College.

It is understood that, when the College releases information, the intent is to use it for College related purposes only. The use of names, addresses or other information released to any individual for non approved activities is strictly prohibited.

No part of any confidential alumni information may be reproduced or transmitted in any form or by any means: electronic, mechanical or photocopied, without the consent of the Office of Advancement Services.

**Information Release Policy**

1. The following may request alumni information from the Office of Advancement Services
  - Institutional Advancement units of Springfield College
  - Springfield College Alumni Association Chapters
  - Springfield College volunteers involved in College approved activities
  - Administrative units of Springfield College
  - Academic units of Springfield College
  - Athletic units of Springfield College
  - Other colleges and universities seeking the location of alumni with degrees from both Springfield College and the requesting institution
  - Law enforcement agencies and student loan agencies
  - Agencies that assist the Office of Advancement Services in locating Springfield College's lost alumni (e.g. USPS Locator Service)
  - Springfield College alumni in search of other Springfield College alumni. Upon establishing their status as an alumnus (by providing a social security number or other identifying facts) an individual may request contact information for up to three individuals. Requests for contact information on more than three individuals must be made in writing, stating the reason for requested information. No information will be released for those records coded "Do Not Release" indicating the alumnus or alumna has requested that their personal information remain restricted.

All requests from anyone else seeking information on another person will be forwarded to that person so that he/she can decide whether or not to contact the requestor.

All requests for information from members of the media must be referred to the College's office of Marketing and Communications.

Since federal law restricts the amount of information that may be released on current students, no information on students will be released by the Office of Advancement Services. Requests for such information should be forwarded to either the Office of Marketing and Communications or the Office of the Registrar.

In cases of dispute about whether an organization or individual has a legitimate affiliation with the College, or need to have access to alumni information, the final decision will rest with the Vice President of Institutional Advancement or his designee.

2. The following is information that may be released by the Office of Advancement Services

#### Standard Information

- Full name including maiden or birth name
- Residential address and phone number
- Degrees awarded by Springfield College with major field of study
- Job title, employer name, address and telephone number
- Email address if available

In addition to the "standard information" noted above, information provided to volunteer or alumni constituent groups and internal units of the College may include some of the following elements on an as-need-to-know basis:

- Student activities
- Alumni activities
- Community or professional affiliations
- Family information
- Other relationship information
- Degrees obtained from other institutions
- Miscellaneous comments or contact report information
- Gift/Pledge or other sensitive financial data (restricted to development activities)

3. The following reflects the acceptable use of information from the database maintained by the Office of Advancement Services for College approved activities:

- Alumni relations
- Development
- Public relations
- Government relations
- Department communications to alumni / constituents
- College-sanctioned research
- Continuing education programs
- Student recruitment

4. The College may at any time contract the services of outside vendors (e.g. data processing consultants, direct mail firms, marketing and merchandising firms, etc.) to process information or conduct College approved commercial endeavors. All vendors must agree to the following:

- The vendor agrees to use the information only for the purpose intended by the College. The sale or transfer of the information by the vendor is strictly prohibited.
- If the project in question results in the publication of an "alumni directory" the vendor must provide to each individual who might be included within the publication an opportunity to be excluded. The vendor must

also provide to each individual who might be included within the publication an opportunity to exclude information pertaining to the identity of their children.

- The vendor agrees to the prompt return of any College owned computer tapes or electronic software provided in fulfillment of the contract.
  - The vendor agrees to pay any costs associated with systems programming or special data processing that might be required beyond the normal capabilities of the College's computer system.
  - In all cases involving the use of outside vendors or contractors, the absolute confidentiality of the information provided from the College's computer system is the responsibility of the requestor.
5. Information may be obtained in the form of lists, labels, computer tapes, diskettes and downloads by authorized college representatives in support of approved activities. It is the responsibility of the unit or individual requesting the information to maintain its absolute confidentiality. Upon the completion of the approved activity that required the release of information, the requestor must dispose of the information in the following manner:
- Return the information to the Office of Advancement Services
  - Burn all hard copy materials
  - Shred all hard copy material
  - Erase / reformat all diskettes
  - Delete all electronic documents stored on a hard drive
  - Vendors are to comply with the return conditions outlined in section 4

**Compliance with the Information Release Policy**

Failure to abide by any of the policies stated within this document may result in the denial of access to information maintained within the College's computer system. Requests for re-instatement of access to this information must be approved by the Vice President of Institutional Advancement or his designee.

**Compliance Agreement**

"I the undersigned have read and understand the Information Release Policy of Springfield College. I agree to use any information provided only for the approved College program(s) as stated above. Furthermore, I understand that the use of the information for non-approved commercial purposes or political purposes is strictly prohibited."

\_\_\_\_\_  
Requestor / Print Name

Class: \_\_\_\_\_

Phone #: \_\_\_\_\_

\_\_\_\_\_  
Requestor / Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
How can we help?

Please fax to: 413-748-3053 or return to Springfield College, Alumni Relations, 263 Alden St. Springfield, MA 01109-3797