

Auburn University Foundation and Auburn University Real Estate Foundation European Union Privacy Policy

Table of Contents

1. Introduction and Our Commitment to Privacy
2. Information We Collect
3. How We Use the Information
4. Collection and Sharing of Information by and between Third Parties
5. Cookies and other Tracking Technology
6. Accessing, Correcting, Deleting and Transferring Your Personal Data
7. Maintenance and Disclosure of Personal Data
8. How to Contact Us

Introduction and our Commitment to Privacy

The Auburn University Foundation (“AUF”) and the Auburn University Real Estate Foundation, Inc. (“AUREF”), (hereinafter collectively referred to as the “Foundation”) have made a commitment to safeguard natural persons “with regard to the processing of personal data and rules relating to the free movement of personal data” for those persons covered by the General Data Protection Regulation. (See Chapter 1, Article 1 of the General Data Protection Regulation) (“GDPR”) This policy applies to the processing of data belonging to citizens of the European Union and/or Great Britain and/or other nations which have enacted substantially similar policies to the GDPR.

Information We Collect

We collect Personal Data. Personal Data are any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Examples of this Personal Data may include but are not limited to: your name, your address, your net worth, your email address, your telephone number, demographic data such as age, gender and estimated income level, your interests, data available to the public such as posts and submissions to blogs, social media websites, video-sharing services, and other interactive forums.

How We Use the Information

We collect Personal Data in a number of ways and at different points of contact with the Foundation. These collection points may include, but are not limited to, when you make a gift, subscribe to one of our newsletters (online or regular mail—we need an address to send you our newsletter), respond to a poll or survey, contact us with a question, comment or suggestion, or attend a Foundation sponsored event. We may also collect Personal Data from other sources not directly connected to the Foundation. These sources may include social networks with whom you reference us, and publically available sources such as open government databases or other public domain data.

We process this data so that we may tailor our contact with you to fit your specific interests. We try to limit contact to that which we believe you will find helpful, entertaining or otherwise pertinent to your interest in the Foundation and the Auburn family. We analyze how friends of the Foundation interact with our email messages and click on links contained in those messages. This helps us to tailor any direct requests for donations to areas which affect you directly or that you have shown a previous interest in. We may save and remember any preferences you set while visiting one of our websites. We may send you technical notices, updates, security alerts, information regarding changes to our policies, and support and administrative information. We may also send you information about the particular school at Auburn that you attended, requests for donations to the Foundation, and invitations to events we are hosting.

Collection and Sharing of Information by and between Third Parties

Some of our web pages contain links to other members of the Auburn family of Foundations and Auburn University. These third party sites may have services and privacy policies which differ from ours. You should always read their privacy policies to ensure that you understand their privacy practices.

We may share your Personal Data among certain third parties which are closely related to and share similar goals with the Foundation. For example, we may share names and addresses with Tigers Unlimited Foundation, or the Dean of a certain school at Auburn University, so that you may be invited to an event they are having in support of a program, current school or college that operates within Auburn University, or supports it. The current list of third parties we may share your Personal Data with is available by emailing us at aurecords@auburn.edu, calling us at (334) 844-2944, or sending a request via U.S. Mail to Auburn Records, 317 South College Street, Auburn, Alabama, 36849.

We will only share your information with those third party entities, and only if we believe it is necessary to the furtherance of your enjoyable connection to the Foundation and its stated goals.

Cookies and other Tracking Technology

A cookie is a small file placed onto your device that enables features and functionality. The information contained in a cookie typically includes information collected automatically by the web server and/or information provided voluntarily by the user.

The Auburn University Foundation websites utilize a technology known as Google Analytics. This technology places cookies on user computers that allow us to gather general statistics regarding how our websites are used. For example, if we know what browser software and screen resolution our users are utilizing, we are better able to design web pages that suit our users. The statistics we generate are aggregate. We do not track the usage patterns of individual users.

Please visit the Google Analytics website for more information.

If you choose not to accept cookies from our site using the consent banner, our website will create an opt-out cookie which will be stored in your browser folder which will block future Google Analytic cookies from being installed on your browser from our website. You can also manage cookies by activating the setting on your Internet browser that allows you to refuse the setting of all or some cookies. If you turn off cookies, this may change your browsing experience in some cases. Google Analytics also offers a browser add-on (available for most browsers) which allows users to prevent their data from being used by their services across all sites.

Accessing, Correcting, Deleting and Transferring Your Personal Data

It is important to the Foundation that you are able to readily access, correct, delete and port your Personal Data. You may email us at aurecords@auburn.edu, call us at (334) 844-2944, or send a request via U.S. Mail to Auburn Records, 317 South College Street, Auburn, Alabama, 36849, to request a copy of your Personal Data, to request a correction or deletion of part or all of your Personal Data, or request that your Personal Data be ported to another location or entity of your choosing.

Please review, update and correct any Personal Data that we maintain about you. We will also periodically contact you by phone, email or regular mail to ensure that we have the most recent and correct Personal Data.

You have the right to ask us not to process your Personal Data for marketing, and you may withdraw your consent to have your Personal Data processed at any time. The GDPR makes a distinction between types of processors of Personal Data. The Foundation is a “Controller”, which means we process your Personal Data for our own purposes. The Foundation’s Statement of Purpose may be read at AuburnUniversityFoundation.org.

Maintenance of Personal Data

We take every technical, administrative, and physical step that is reasonably possible to ensure that your Personal Data is not breached while being processed by our systems. We attempt to only collect Personal Data as necessary, and only store this data for so long as is necessary. Even with all of our efforts to maintain your data in a correct and safe form, and only disclose your data to others either within the Foundation or within the Auburn family on a very strict need to know basis, no one is completely safe from hackers and your Personal Data could at some point be accessed without our authorization. If this is the case, and we believe harm may come to you because of this unauthorized access, we will notify you as soon as the authorities allow so that you may also take any necessary steps to safeguard your Personal Data.

We store this information for as long as we deem necessary to fulfill any obligations we may have to you, or for as long as you remain an important part of the Foundation's family of parties interested in the Foundation and Auburn University together with their educational and scientific mission.

How to Contact Us

If you have any questions or concerns related to this Privacy Policy or our data processing practices, you may email us at aurecords@auburn.edu, call us at (334) 844-2944, or send a request via U.S. Mail to Auburn Records, 317 South College Street, Auburn, Alabama.

You may also contact our Data Protection Officer at aufsecofr@auburn.edu.