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## Access and Use of the Victoria University of Wellington Relationship Management Database Policy

Communications and Marketing Policy Group

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### 1 Purpose

This policy outlines the principles and operational issues associated with allowing individuals to view, record, extract, or use information held in the University's Relationship Management Database (RMD). The policy protects the University from the risk of inappropriate use of alumni, friends and stakeholder data; and ensures that data are used in ways consistent with the University's [Strategic Plan](#). The Policy also assists the University in planning and co-ordinating alumni development, and ensuring that contact with the University's alumni, friends and stakeholders is appropriate and effective.

### 2 Organisational Scope

This is a University-wide policy. It applies to all University staff and their access to and use of the Relationship Management Database, Raiser's Edge, including the administration of external requests for database information.

### 3 Definitions

For purposes of this policy, unless otherwise stated, the following definitions shall apply:

Alumni:	Holders of Victoria University of Wellington degrees, diplomas and certificates. Past students, who do not hold a qualification from Victoria University of Wellington, will be included as alumni by application or by nomination.
Friend of Victoria:	Individuals who have indicated an on-going commitment and interest in the University's success or who have been identified by staff as a key stakeholder through the nature of their interactions with the University
Relationship Management Database (RMD):	Database used for managing the relationship between Victoria University of Wellington and its alumni, friends and stakeholders. Initiatives include maintenance of accurate data, importation of new graduate records, communication, events and continuing education; and the operations of the Court of Convocation and the Victoria University Foundation.

Stakeholder: Individual or organisation (outside staff and alumni) able to influence perceptions about the University or its ability to achieve its strategic priorities, in accordance with the University's relationship management plan. Stakeholder groups include the wider tertiary sector, schools, Government departments, diplomatic community, libraries, international exchange contacts, local bodies, other professional firms and institutes, judiciary, NGOs, political organisations and international agents.

## 4 Policy Content and Guidelines

### 4.1 *Authorised Usage*

Staff of the Victoria University of Wellington Development Office and other authorised Victoria University staff may directly access specified data fields in the Relationship Management Database. Authorisation can be applied for by contacting Alumni Relations of the Development Office (email: [alumni@vuw.ac.nz](mailto:alumni@vuw.ac.nz)).

Individual alumni, friends and stakeholders may update their own personal details within the database application Net Community where they have been given access via a web-based interface (see Section 4.4.4).

### 4.2 *Administration of the RMD*

The purpose of the RMD is to provide the University with information allowing it to manage its relationships with alumni, friends and stakeholders in a professional and strategic manner. All access to and usage of the RMD must be in accordance with the [Privacy Act 1993](#) and Victoria University of Wellington's [Information Systems Statute](#).

Activities that require access to and use of the RMD are co-ordinated by the Development Office, ensuring the RMD is used appropriately and that individuals and organisations are not over-exposed to approaches and communication from the University. The RMD may be used for the following purposes:

- (a) Activities associated with alumni development and stakeholder management programmes as approved in the University's Relationship Management Plan, Internationalisation Plan, and in Strategic and Annual Plans of the Development Office and Foundation.
- (b) Activities associated with fundraising as approved by the Development Office and the Victoria University of Wellington Foundation.
- (c) Operation of the Court of Convocation
- (d) Stakeholders, alumni and friends updating of their own personal details using a web-based interface to the RMD.
- (e) Other extraordinary usage approved by the Executive Director, Development Office and the Foundation or Deputy Vice-Chancellor (see 4.3).

### 4.3 *Usage by non-authorised parties*

- (a) Data will not be provided direct to a non-authorised user, even where extraordinary usage has been agreed, except where required under law, or to an authorised Government agency for the purpose of ensuring national security or the safety of alumni.

- (b) Use not consistent with clause 4.2, requires written approval from the staff member's line manager and the Alumni Relations Manager; or the Executive Director, Development Office and the Foundation prior to information access. This includes:
- (i) Obtaining information for VUW club, hostel or other club initiatives where these have not been incorporated into the Development Office Annual Plan.  
*Note: Originators of these requests must use the official Database Information Request Form available from Alumni Relations (email: [alumni@vuw.ac.nz](mailto:alumni@vuw.ac.nz)).*
  - (ii) Requests for database use by external agencies involving disclosure of data must comply with the [Privacy Act 1993](#) (Principle 11 in particular), including requests from other universities or pan-University groups, student groups, Government and non-Government organisations, companies and individuals. External agencies are required to submit a proposal in writing to the Executive Director, Development Office and the Foundation outlining the full intended use of the data, how data will be accessed and by whom, and how updates and amendments to the data will be returned to Victoria University. Costs associated with database use by external agencies will be recovered.
- (c) Where extraordinary use of the Relationship Management Database is approved, the initial contact will be managed through the Alumni Relations Manager. This may involve forwarding requests for information on behalf of the original requestor, or asking the individuals concerned to contact the original requestor directly. Thereafter, feedback and on-going communication may occur directly between the original requestor and the individuals concerned.
- (d) The information obtained as a result of contact may not be provided to any third party or published without the consent of the individuals concerned.
- (e) The information is obtained on the express understanding that it be used only for the purpose originally supplied, and that this is for bona fide alumni and University purposes.
- (f) Any amendments or corrections to the information obtained must be forwarded to the Alumni Relations Office for entry into the official database.

#### **4.4 Changing details in the RMD**

The Relationship Management Database is Victoria University of Wellington's primary source for contact details of alumni, friends and stakeholders of the University. If address changes are received, relating to any of the above, these should be amended by an authorized user and notice given to Alumni Relations (email: [alumni@vuw.ac.nz](mailto:alumni@vuw.ac.nz)) allowing the database to be maintained so that Victoria University of Wellington's communications remain effective.

#### **4.5 Misconduct**

Failure to abide by this policy may amount to misconduct or, depending on the circumstances, serious misconduct under the [Conduct Policy](#) or the [Student Conduct Statute](#).

### **5 Legislative Compliance**

The University is required to manage its policy documentation within a legislative framework. The legislation directing this policy is the:

[Privacy Act 1993](#)

## 6 References

[Conduct Policy](#)

[Information Systems Statute](#)

[Student Conduct Statute](#)

[Victoria University of Wellington Strategic Plan](#)

University Development Strategic Plan

Previous Version: [Access and Use of the Victoria University of Wellington RMD Policy](#)

## 7 Appendices

None

## 8 Approval Agency

Vice Chancellor

## 10 Policy Sponsor

Executive Director, Development Office and the Foundation

## 11 Contact Person

The following person may be approached on a routine basis in relation to this policy:

Alumni Relations Manager

Ext: 5246