



## Data Protection Statement for Alumni and Supporters

The Stockholm School of Economics (SSE) seeks to engage its alumni, friends and supporters fully in the life of the School as lifelong learners, advocates and supporters who contribute to and benefit from connections to each other and to the School and collectively help to protect and guarantee the future of the School.

We rely on the generosity of individuals who are committed to helping us reach our mission and vision of strengthening Sweden's competitiveness. Our relationship with our alumni, friends and supporters is of great value and we therefore deem to have a strong and legitimate interest of maintaining and nurturing the relationship that we have with them. We are committed to protecting their personal information and being transparent about what information we hold. The following statement sets out how SSE specifically uses personal data for alumni relations and fundraising purposes.

### Personal data held and processed:

We may hold information relating to you from a number of sources. Most information that we hold will have been obtained directly from you, and some from publicly available sources, such as the Swedish Tax Authority. If you are a student or studied at SSE, some of your personal data is transferred from your student record to the School's alumni database.

### Most records contain:

#### *Contact Information:*

- Your contact details
- Records of communications and interactions we have had with you

#### *Biographical Information:*

- Your name, gender, and date of birth, person number
- Your professional activities and employment, including work contact details
- Your interests and extra-curricular activities

#### *Financial Information:*

- Your donation history, including gift amount, purpose, method of payment, or other payment references
- Details of financial transactions, such as event tickets purchased
- Our assessment of your ability and willingness to make donations

#### *Relevant educational background and interaction with SSE, such as:*

- Your education history at SSE and other schools/universities
- Your attendance at events
- Records of meetings, conversations and correspondence
- Website activity and interaction with emails we send
- Your relationship with other SSE alumni, donors and friends
- Your volunteering activity for SSE
- Your student association affiliations and other connections with SSE

If we lose touch with you we may use external sources to ensure that our contact details for you are up to date, allowing us to continue to communicate with you about a range of events and activities in which you may be interested. If you do not wish SSE to do so, please contact [dpo@hhs.se](mailto:dpo@hhs.se).

### **How your data is used:**

Your data is used by us for a number of purposes in support of alumni relations, supporter communications and fundraising. These may include:

- Providing you with information about our work and our activities. This might include sending you publications, e-newsletters, invitations to events and details of volunteering opportunities.
- Conducting surveys, focus groups and other research.
- Providing services, including online accounts.
- Supporting an international network of alumni hubs/chapters that provide opportunities for alumni to network in their local area and connect around academic interests.
- Internal record keeping, including the management of any feedback or complaints.
- Sending you tailored proposals, appeals and requests for donations.
- Research to improve our understanding of our alumni and supporters, inform our fundraising strategy and target our communications more effectively.

Data will not be disclosed to external individuals or organizations other than those acting as agents for SSE or the SSE Alumni Associations (for example, SSE Alumni Club, UK Friends of SSE, American Friends of SSE) with whom SSE has data sharing agreements. We may submit statistics based on your personal data to accreditation and ranking institutions, the data is however shared in an aggregated form. We do not voluntarily share any personal data in a way that we do not believe is in your best interest. SSE does not sell any of its data to third party organizations.

### **Your rights**

SSE considers its relationship with its alumni as lifelong, and we will therefore maintain a data record for you indefinitely. However, if you advise us that you no longer wish to remain in touch, we will keep a record of that fact and not retain any information about you which we no longer have any purpose for.

We may amend this Privacy Policy from time to time. Any significant changes to this Policy or the way we treat your data will be communicated via SSE's website or by contacting you directly through the most appropriate means.

### **You have the following rights:**

- Right to information – the alumni or supporter must receive information when the personal data is processed and in certain special situations, such as unauthorised access (so-called personal data breaches).
- Right to correction – must be given the opportunity to correct, complete and adjust the alumni's or supporter's own personal data.

- Right to deletion (“right to be forgotten”) – in some cases, the alumni or supporter has the right to have his or her data deleted.
- Right to limited processing – in some cases, the alumni or supporter has the right to request that processing is limited. This can take place by the personal data being tagged to thereby in the future be processed only for certain limited purposes.
- Data portability – under certain circumstances, the alumni or supporter has the right to take out and transfer the personal data to a different location (e.g. a different organization).
- In some cases, the right to make objections to further processing.
- The right to not be subject to a decision that has a legal effect through an automated decision-making (including profiling) if there is not an exception in another law or consent has been granted.
- Complaints and damages – the alumni or supporter has the right to file complaints with SSE and the Swedish Data Protection Authority.

If you would like to exercise any of the rights that the GDPR outlines, please e-mail [dpo@hhs.se](mailto:dpo@hhs.se).

#### **Further Information**

We would like to conclude by emphasizing that the Stockholm School of Economics takes the protection of the personal data very seriously and it is the school’s ambition to be transparent about how and why we process personal data. If you have any questions relating to the processing of personal data at the Stockholm School of Economics, please contact the SSE Data Protection Office at [dpo@hhs.se](mailto:dpo@hhs.se).

**You can also send a request by regular mail to the following address:**

Stockholm School of Economics  
Data Protection Office  
PO Box 6501  
113 83 Stockholm  
Sweden