



# Data and privacy

ALUMNI ASSOCIATION RESOURCE PACK

ADVANCEMENT OFFICE  
THE UNIVERSITY OF MELBOURNE



## PERSONAL INFORMATION

### UoMA maintains a database of all University of Melbourne alumni.

Due to privacy restrictions in force under the *Privacy and Data Protection Act 2014* (Vic), the University is not permitted to provide Alumni Associations with the names, mailing addresses, email addresses or telephone numbers of its specific alumni cohort.

Alumni Associations may maintain an independent list of contact details for their alumni cohort and obtain consent from each member to provide those details to the University for the purposes of the University maintaining and updating its alumni database, fostering alumni relations and promoting University activities.

Alumni Associations should not use the data obtained from its alumni cohort for personal profit or gain. If Alumni Associations offer personal data from their independent list of contact details to the University, then the University can only use the alumni data for the purposes specified by the Alumni Association when the data was collected.

The University's privacy policy can be found on the University's website: [policy.unimelb.edu.au/MPF1104](https://policy.unimelb.edu.au/MPF1104)

## DATA COLLECTION STATEMENT

If you are managing your own membership lists or event registrations and collecting any personal or contact information from alumni, it is important that you include a data collection statement outlining how alumni information will be used and clearly stating that it may be shared with the University. Please contact the University of Melbourne Alumni Office for a sample collection statement that adheres to the *Privacy and Data Protection Act 2014* (Vic).

## ALUMNI DEMOGRAPHIC REPORTS

The UoMA Alumni Relations Office can provide high-level data about your alumni community with breakdowns by faculty, city or state, age and participation. This might help inform your event planning or offer a greater understanding of alumni in your country or region.

## USE OF UNIVERSITY ASSETS

### USE OF THE UNIVERSITY LOGO

The University of Melbourne logo is the foremost visual expression of the University of Melbourne brand. The logo is a formally registered trademark of the University of Melbourne both in Australia and overseas. Use of the logo projects a consistent image of the University.

Alumni Associations who have signed the **Alumni Association Agreement** will be provided with and permitted to use the University logo, however they must agree to adhere to the **Alumni Associations Brand Guidelines**. The University of Melbourne logo will not be distributed contrary to the purposes of the Alumni Associations nor will it be misused, stored, copied or manipulated.

### USE OF THE UNIVERSITY NAME

Alumni Associations will be permitted to use the University of Melbourne name.

Like the logo, the University of Melbourne name is a formally registered trademark both in Australia and overseas and it is a key expression of the University's brand. The manner in which the name is used and the actions of groups and individuals who use the University of Melbourne name all contribute to the ongoing reputation of the University.

The University name may be used alongside that of an Alumni Association based on the following grounds:

- That the Alumni Association agrees the University of Melbourne name will not be used for purposes other than that of enhancing the relationship between the University of Melbourne and its alumni and building the relationships between alumni of the University of Melbourne
- That the Alumni Association must not act in a manner that will bring the University into disrepute, including financially.

Any use of the University of Melbourne name and/or logo must be negotiated in consultation with UoMA and strictly adhere to the **Alumni Association Brand Guidelines**.

## CONTACT US

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