Bishop O’Dowd High School Office of Alumni Relations/Advancement Data Policy

We understand that storing and tracking people’s personal information is a sensitive topic. However, knowing where our alumni are and the types of careers they explore is critical to the livelihood of our community. To eliminate any mystery around what we track and why we track it, we’ve created this resource to address concerns about alumni and parent data tracking. On this page, we address how data helps Bishop O’Dowd High School, what we collect, what we do with our data, what we will not do with our data, how we keep data secure, and what information we do not keep. Any further questions can be addressed to our Advancement Department at advancement@bishopodowd.org or by calling (510) 577-9100 x340. Knowing where you are and what you are up to helps Bishop O’Dowd High School.

- **We want to share news that is relevant to you** – If we don’t know that you live in the Bay Area, then we can’t send you an invitation to an event when Dragons gather. If we don’t have your email, we won’t be able to share important news about the sports you played, the department in which you studied, or the good news about alumni around the globe.

- **We can better help students to select colleges & universities** – one of the primary hesitations for a college-bound student is the answer to the question, where should I apply? The best input we can get is from our graduates. When departments can share the college paths their alumni have chosen, it helps present students visualize their own futures.

- **We get better grant funds** – foundations want to support successful programs, and being able to tell the story of where our graduates go and what they are doing helps demonstrate the success of a Bishop O’Dowd High School education.

- **It helps us present the O’Dowd experience to prospective students** – students and their parents looking at high schools want the best education possible. By knowing where alumni go to college, work and what their job titles are, our admissions office can articulate to prospective students and their families the wide variety of opportunities that are possible with an education from Bishop O’Dowd High School.

- **Gifts from alumni are vital to our academic growth & success** – when you were a student, alumni contributions helped offset the cost of your tuition, the day to day operations as well as funded construction or renovation; today, our need to ask for support is more important than ever. We wouldn’t ask if we didn’t have the need.
**What data do we collect?**

In addition to primary contact information consisting of home address, home phone, email, so that we can communicate regularly with you, we work to collect the following information:

- Personal information that carries over from student records: gender, birth dates, ethnicity, campus organization involvement, and sports affiliation.
- Work information: Company name, job title, business address, industry code. This information can assist current students in the selection of their colleges, majors, and potential career paths.
- Family information: spouse name, children’s names and birth dates. We provide children’s names to the admissions office from time to time so admissions materials may be sent to you and your children as they might begin the secondary education search.
- Donor information: information regarding any donation that you’ve made or for which you receive credit.
- Alumni information: volunteer interests and preferences and event attendance.

**What do we do with your data?**

Your data is used only for O’Dowd purposes. Such purposes might include:

- Fundraising
- Promoting alumni events and programming
- Institutional research, like assessment and other statistical measures that help program development.
- Student support, such as assisting a student in selecting a college (Identifying information must be approved by each individual alum in advance.)
- Marketing to prospective students (Identifying information must be approved by each individual alum in advance.)

**What will we not do with your data?**

Bishop O’Dowd High School will not sell your data. We do not provide it to a third party for any purpose that is not directly related to Bishop O’Dowd High School. In a situation where we do provide alumni data to a third party, it is only when we have a contract defining a service agreement. Use of our data is contractually limited to projects related to Bishop O’Dowd High School, and any data must be returned or destroyed at the end of the contract. Before signing a contract with a third party, we review their security systems and practices so they are consistent with our standards.

Currently, we have contracts with the following companies:

- Alumni Finder for assistance in updating alumni data.
- Harris Directory for data gathering and printed Alumni Directory.
- Donoscape for data analytics.
How do we keep the data secure?
All alumni contact information, demographic data, and donor information is kept on our secure enterprise system. Staff with access to the data have passed a criminal background check.

What information do we not keep?
The Advancement / Alumni Relations office does not keep any student discipline records. Information related to conduct is not included in your record that is turned over to alumni relations.

What about volunteers?
Volunteers serve as an extension of our staff. As such, it is sometimes important to share contact information with them. When we do, we remind volunteers that the information they are receiving is confidential and can only be used for its intended purposes.