

## Standard Practice Guide Policies

### Alumni Directories

602.06

**Applies to:** All Departments and Units of the University

#### I. POLICY

The Office of University Development recognizes that alumni directories (including print and online versions) and online alumni networking platforms are an important tool in alumni relations and provide a valuable benefit to alumni of the University of Michigan. When producing and offering alumni directories or online alumni networking platforms, the university wishes to protect alumni information to the fullest extent permitted by law. See SPG 602.05 "Use and Release of Donor and Alumni Information (<https://spg.umich.edu/policy/602.05>)." These policies and procedures apply regardless of where the unit obtains alumni information.

#### II. GUIDELINES

The Integrated Data Services team ("IDS"), a division of the Office of University Development ("OUD"), will provide the names, addresses, telephone numbers, and certain other information pertaining to alumni ("alumni information") to the Alumni Association of the University of Michigan ("AAUM") and colleges, schools and regional campuses wishing to publish an alumni directory or online alumni networking platform in accordance with this Policy.

A. **PLANNING A DIRECTORY OR ONLINE NETWORKING PLATFORM.** The publishing unit shall consult with IDS when planning a directory (printed or online) or online networking platform. IDS staff will review the plans including compliance with policies and procedures, methodology, vendor contracts, and coordination of the downloading and uploading of data from the Donor and Alumni Relationship Tool ("DART") database system.

B. **VENDOR CONTRACTS.** If alumni information will be given to a vendor for purposes of publishing a print or online directory or networking platform offering, or for contacting alumni to update the alumni information, the publishing unit shall consult with IDS prior to entering into a vendor contract. All vendor contracts must be reviewed and approved by the Office of General Counsel prior to being signed.

1. If the publishing unit wishes to contract with a vendor, the unit must enter into a written agreement with the vendor that contains confidentiality protections substantially similar to and no less protective than the following confidentiality provision:

"Any information provided to vendor by the University and any information gathered by the vendor regarding the alumni shall remain the property of the University. Vendor shall use the information only for the purposes specifically stated in this agreement. Vendor shall not release, disclose, sell or transfer the information to any third party without the University's prior written permission unless required by law. Upon termination or expiration of this agreement, vendor shall destroy or return all copies of the information, in whatever form retained, to the University. Vendor agrees that only employees with a need to know will have access to the information and each such employee shall be informed of the terms of this agreement and shall agree in writing to comply with the terms and maintain the confidentiality of the information. The University is entitled to seek an injunction preventing the unauthorized use or release of the information in violation of this agreement."

2. Any questions regarding this language should be directed to the Office of the General Counsel.

C. **LANGUAGE REQUIRED IN THE DIRECTORY OR NETWORKING PLATFORM.** The following information must be placed in the front of a printed directory or upon entry into an online directory or alumni networking platform in a prominent place in type sufficient to be easily discernible by anyone using the directory or networking platform:

1. "This directory may not be sold, assigned, donated or otherwise transferred to anyone other than an individual listed in the directory. The directory is to be used for individual communications of a personal nature between individuals listed in the directory. Use of the directory for any other purpose, including, but not limited to, using any of the information contained in the directory for any commercial or political mailing is strictly prohibited and constitutes copyright infringement and misappropriation of University property. The information contained in this directory remains the property of the University of Michigan."

2. Proofs of the page or webpage containing the notice must be submitted to IDS for approval prior to publication or online release of the directory or alumni networking platform

Proofs of the page or webpage containing the notice must be submitted to DMT for approval prior to publication or online release of the directory.

a. The information contained in this [insert "directory" or "alumni networking

platform” as appropriate] may not be sold, assigned, donated or otherwise transferred to anyone other than an individual listed in the [insert “directory” or “alumni networking platform” as appropriate]. The information is to be used for individual communications of a personal nature between individuals listed in the [insert “directory” or “alumni networking platform” as appropriate]. Use of the information for any other purpose, including, but not limited to, any commercial or political mailing is strictly prohibited and constitutes copyright infringement and misappropriation of University property. The information contained in this [insert “directory” or “alumni networking platform” as appropriate] remains the property of the University of Michigan.”

D. ALUMNI INFORMATION PROVIDED. IDS will provide information for all living and deceased alumni that may be included in the alumni directory or alumni networking platform with their name(s), degree(s), school(s), and year(s) of graduation. . Other information can be included after notifying the alumni by the exclusion method. Alumni information as noted above will be included in a unit’s alumni directory or alumni directory platform unless the alumni elect to be excluded. The publishing unit’s proposed mailing or other notification must be submitted to IDS for approval prior to mailing to its alumni.

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1. Information, other than student information, should be excluded for alumni who elect to be excluded from the directory or alumni directory platform, whose contact information is returned as undeliverable, or who are coded in DART in a way that designates information should not be released.

2. All additional information needs prior approval to publishing and will be reviewed on a case by case basis.

E. PUBLICATION OF AN ONLINE DIRECTORY OR ONLINE NETWORKING PLATFORM ON THE INTERNET. Units are strongly encouraged to use the Alumni Association’s University on-line alumni directory and online communities. Units seeking to publish an internet directory or networking platform outside of Alumni Association’s on-line alumni directory and online communities must have permission from the Vice President for Development or Development Data Steward (see OVP for IT & CIO Data Governance Groups) and must follow the following procedures. . If the data is to be made available to alumni to view or alter their own personal information, a secure ID/password authentication is required to prevent unauthorized access and alteration of alumni information. The secure ID/password may be a federated social login or the University of Michigan username and associated single signon password.

1. Steps must be taken to ensure that the information cannot be searched or viewed in such a way that would allow any person to capture the entire listing of all alumni. These steps could include permitting only single names to be searched and viewed, or dividing a larger search (e.g. all alumni in a specified year or who live in a specified city) such that multiple actions are required by the user to view the results (e.g. only display ten names at a time).

F. f. LIMITATIONS ON DISTRIBUTION. The directory in whatever form produced must be distributed or accessible only to alumni, Alumni Association members and authorized University staff. The directory must not be placed or be accessible in a library or in any other facility that is generally available to the public or anyone other than authorized employees of the University and persons described above who are eligible to receive a copy of or have access to the directory. Online networking platforms may offer the ability for alumni to connect with current students, if the alumni has opted in to this option.

G. NONCOMPLIANCE. Failure to comply with these policies and procedures for Alumni Directories and Online Alumni Networking Platforms may result in denial of future access to alumni information and other disciplinary action up to and including termination.

#### File Attachments

Printable PDF of SPG 602.06, Alumni Directories (February 2021) (<https://spg.umich.edu/sites/default/files/policies/602x06.pdf>)

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**Related Policies:**  
Use and Release of Donor and Alumni Information (/policy/602.05)