

This Oregon Consumer Privacy Act Notice (“Notice”) applies to Oregon consumers who interact with the Alumni Association of the University of Oregon, Inc. (“Association”). This Notice uses certain terms that have the meaning given to them in the Oregon Consumer Privacy Act (“OCPA”).

Categories of Personal Information Collected

The Association collects personal data you provide directly to us, the University of Oregon (“University”), and University of Oregon Foundation (“Foundation”). The Association also collects personal data from other parties in furtherance of the Association’s mission. The Association collects or receives the following personal information. However, not all categories will be collected or received for every person:

1. **Contact Information:** Name, physical address, email address, phone number, unique personal identifier, IP address, and other relevant information.
2. **Donation Information:** Donation amount and date, method of payment, giving capacity, purpose of donation, and other related information.
3. **Demographic Information:** Age, gender, date of birth, marital status, household income, education, occupation, household information, financial information, and other demographic details.
4. **Donor engagement:** Event attendance, volunteer activities, board service, philanthropic and social interests.
5. **Online Activity:** Association website visits, portal logins, interaction with digital content or emails.
6. **Financial Information:** Payment and financial information necessary for payment processing and for vendor set-up, contracting and ACH.
7. **Alumni Information:** Graduation information, University ID, degree or area of study, student activities and interests.
8. **Profile information:** Automated process performed on personal data to evaluate, analyze, or predict personal aspects related to an individual's economic situation, personal preferences, interests, reliability, or behavior.
9. **Communication Preferences:** Preferences for receiving communications.
10. **Sensitive Personal Information:** Data that reveals a consumer’s racial or ethnic background, national origin, religious beliefs, mental or physical condition or diagnosis, sexual orientation, status as transgender or nonbinary, status as a victim of crime, or citizenship or immigration status; is a child’s personal data; or is genetic or biometric data.
11. **Security and Monitoring:** To ensure safety and quality assurance, we may collect video or audio recordings on our premises or during phone or videoconference interactions.

The Association does not process sensitive data without obtaining advance consent as required by the OCPA.

Collection, Use and Sharing of Personal Information

The personal information collected or received by the Association is processed and used for the following purposes:

1. **Process Donations:** process and acknowledge gifts and provide receipts.



2. **Provide and Administer Association Services and Benefits:** facilitate participation in alumni engagement programs including chapters, professional and affinity groups, plan and promote events, reunions, networking, and career development opportunities, conduct surveys, impact assessments, and program evaluations, and administer fundraising campaigns and recognize donors.
3. **Provide to Affiliates and Third Parties:** provide to affiliates, include the University and the Foundation and to other third parties for targeted advertising, sales, and profiling.
4. **Communicate:** send updates, newsletters, fundraising information (including solicitations) and other relevant information.
5. **Improve our Services:** analyze donor trends and preference to improve fundraising strategies and services for support of the University.
6. **Comply with Legal Requirements:** perform fiduciary role and administer the charitable gifts made to the Association and fulfill compliance with all laws and obligations including audits.
7. **Coordination:** to coordinate with the University and the Foundation regarding support of the University.

The personal information collected or received by the Association is used for targeted advertising, sale, and profiling. You have the right to opt out of your personal information being used for those purposes. To opt out see the “How to Submit a Request” section below.

To the extent the Association processes deidentified information, the Association will maintain and use the information in deidentified form and will not attempt to reidentify the information unless permitted by applicable law.

Categories of data shared with third parties

The Association shares the following categories of personal information with third parties:

1. **Contact Information:** Name, physical address, email address, phone number, unique personal identifier, IP address, and other relevant information.
2. **Donation Information:** Donation amount and date, method of payment, giving capacity, purpose of donation, and other related information.
3. **Demographic Information:** Age, gender, date of birth, marital status, household income, education, occupation, household information, financial information, and other demographic details.
4. **Donor engagement:** Event attendance, volunteer activities, board service, philanthropic and social interests.
5. **Online Activity:** Association website visits, portal logins, interaction with digital content or emails.
6. **Financial Information:** Payment and financial information necessary for payment processing and for vendor set-up, contracting and ACH.
7. **Alumni Information:** Graduation information, University ID, degree or area of study, student activities and interests.
8. **Profile information:** Automated process performed on personal data to evaluate, analyze, or



predict personal aspects related to an individual's economic situation, personal preferences, interests, reliability, or behavior.

9. **Communication Preferences:** Preferences for receiving communications.
10. **Sensitive Personal Information:** Data that reveals a consumer's racial or ethnic background, national origin, religious beliefs, mental or physical condition or diagnosis, sexual orientation, status as transgender or nonbinary, status as a victim of crime, or citizenship or immigration status; is a child's personal data; or is genetic or biometric data.
11. **Security and Monitoring:** To ensure safety and quality assurance, we may collect video or audio recordings on our premises or during phone or videoconference interactions.

Categories of third parties

The Association may share your personal information with the following categories of third parties:

1. Our affiliates, including the University and Foundation;
2. Law enforcement agencies and regulatory bodies to comply with legal and regulatory obligations;
3. Service providers that help the Association achieve its philanthropic mission, such as payment processing, solicitation or acknowledgement of charitable gifts, data analysis, giving capacity analysis, email delivery, IT and web hosting services, and marketing assistance;
4. Third parties for targeted advertising, sales, and profiling;
5. Third parties approved by you, including social media sites you choose to link your account to;
6. Our bank[s]; and
7. External auditors and attorneys.

How to Submit a Request

If you are a consumer as defined by the OCPA, you (or your legally authorized agent) may have the right to request the following:

- (1) Obtain a copy of your personal data;
- (2) Correct any of your personal data;
- (3) Delete any or all of your personal data;
- (4) Confirm the categories of personal data and the processing status of that data;
- (5) Opt-out of the processing of your personal data for purposes of targeted advertising, sale, or profiling;
- (6) Obtain a list of third parties (as defined by the OCPA) to which the Association has disclosed any personal data; and
- (7) Revoke previously given consent to process personal data.

Consumers can exercise these rights by contacting the Association at uoaaprivacy@uoregon.edu, indicating "OCA Request" in the subject line and providing: First name, Middle Initial, Last Name; Address; Email Address; Phone Number. When you make a request, you may be asked to answer a few questions about yourself to help us verify your identity. Third-party identification services may help us with verification to prevent disclosure of your personal information resulting from fraudulent requests.

The Association will fulfill each request to the extent required by law. If the Association is unable to

comply with your request in whole or in part, the Association will notify you with reasons for the denial.

How to Submit an Appeal

You may appeal a decision to deny or limit any request by contacting the Association at uoaaprivacy@uoregon.edu, indicating "OCA Request" in the subject line and providing your: First name, Middle Initial, Last Name; Address; Email Address; Phone Number.

Changes to Our Privacy Notice

We reserve the right to amend this Notice at our discretion and at any time. When we make changes to this Notice, we will post the updated Notice on the website and update the Notice's effective date. The effective date of the rights for Oregon residents described in this Notice is July 1, 2025. Changes to the Notice will not affect our use of previously provided personal data.

Contact Us

Any questions regarding this Notice, data practices, or requests to exercise rights under the OCA may be directed to:

The University of Oregon Alumni Association

1720 E. 13th Avenue, Suite 119

Eugene, OR 97403

uoaaprivacy@uoregon.edu

800-245-ALUM