

INFORMATION ACCESS POLICY FOR DARTMOUTH VOLUNTEERS – REVISED 7-12-17

Dartmouth volunteers are provided contact information for key constituents (alumni, parents, students, and friends) to facilitate the purposes of a particular group. As a Dartmouth volunteer, you may have access to information which is confidential (whether or not labeled as "confidential"). Volunteers are responsible for preserving the confidentiality of this information, and thus must observe the rules outlined below.

1. Volunteers should not violate privacy. Data can be shared with other volunteers within the core group when it is appropriate. It should never be disclosed, disseminated, or published outside that group.
2. Volunteers who are privy to giving history should maintain confidentiality of that data. It is to be used only for the purpose of further solicitation and is not meant for disclosure to others or for personal gain.
3. The information should not be used for advertising or solicitations for commercial services.
4. Volunteers should not use the information either to solicit for or promote a political candidate, even if the candidate is affiliated with Dartmouth.
5. Volunteers should not use the confidential information provided to seek employment. If they wish career assistance from Dartmouth, they should instead use the Dartmouth Career Network, which is set up for that purpose and where constituents have given permission to be contacted by students and others.
6. Frequent individual emails to assigned alumni, parents, students, and friends are encouraged to build rapport and solicit gifts. However, there are federal laws which apply to mass emails. Volunteers supported by Alumni Relations should use the provided tool (iModules) to send mass emails. Caution: too frequent sending of mass emails can cause your constituents to opt out of receiving future emails. Other volunteers who want to send mass emails should coordinate their request with the Office of Advancement.
7. Alumni have the ability to indicate data that they do not want used or published. All opt-outs will be conveyed to volunteers at the time a list is shared, and volunteers are required to honor all requests for privacy. Examples of data that could be protected may include but not be limited to marital status, date of birth, gender, home address, email address, ethnicity, phone number, information regarding family members, degrees, interests, and areas of philanthropic support.

If you have questions about the appropriate use of mailing lists, please contact your Dartmouth staff representative.