

## Advancement & Alumni Privacy Notice

Seneca Polytechnic (Seneca) is committed to protecting the privacy of your personal information. For further information please refer to our main [Privacy Notice](#). Seneca collects, uses and discloses the personal information of alumni, and other parties, under the legal authority of the *Ontario Colleges of Applied Arts and Technology Act, 2002*, S.O. 2002 and in compliance with the *Freedom of Information and Protection of Privacy Act, 1990*.

Advancement & Alumni uses personal information for the purposes of keeping our alumni and donor community informed of our programs, services and events, and for fundraising activities. Personal information is used to communicate with alumni regarding career, education, volunteering, and networking opportunities, to conduct surveys, confer awards, or to provide receipts for donations.

Advancement & Alumni uses publicly available data from sources like LinkedIn to enhance the information we have about our alumni and donors. This helps us maintain accurate records and stay connected with individuals who are associated with Seneca. It also allows us to foster ongoing relationships with our alumni community, better understand and support the careers of our alumni, and identify potential ways in which they can provide support to current students, whether financially or otherwise.

Limited information may be shared with contracted third parties for the purpose of alumni communications, event invitations, fundraising initiatives and/or with affinity partners in order to assist with promotion and affinity program execution. Third parties are only permitted to use shared information for the purposes of providing their services to Seneca.

You have the right to request that your personal information cease to be used for alumni programs and services, or for fundraising purposes. If you have any questions about Advancement & Alumni's collection use or disclosure of personal information, or you would like to opt out of communications, please contact us at [alumni@senecacollege.ca](mailto:alumni@senecacollege.ca) or by phone at 416.764.0763.