

## Personal Information Bank Form

Date: July 26, 2016

<b>Title (Name) of PIB:</b> Marketing Records and Activities	<b>File Number:</b>
<b>Location – Primary Office:</b> Faculty of Business	
<b>Location – Other Offices:</b>	
<b>Information Maintained (description):</b> <ul style="list-style-type: none"> <li>• Alumni Database/Linked In – contains names, e-mail, phone number and occupation</li> <li>• Graduate Lists – contains all names of FB graduates</li> <li>• Webinars, Speakers Series, Information session and event lists – contains RSVP forms from participants including payment information if applicable</li> <li>• Corporate contacts – personal information of contractors, agreements, business cards, and meeting minutes</li> <li>• Award winner, special interest interviews, competition participants – name, e-mail address and interview notes, write ups, pictures</li> <li>• Signed releases for profiles, photos for use on website and newsletters</li> <li>• Marketing survey results</li> <li>• Student, prospect and alumni information – CRM (Microsoft/GreyMatter) event and marketing campaigns</li> <li>• Outbound marketing lists – contains first names and e-mail of active students (undergrad and grad), alumni and staff with no other identifiers.</li> <li>• EventBrite, GoToWebinar are our service providers for collecting prospective students information for marketing purposes. Data collected are limited to first and last names and emails.</li> <li>• MailChimp, Click Dimensions and SurveyMonkey are our service providers for email and survey deployments for marketing purposes. These providers employ the strictest privacy and data security protocols in the business. We monitor, comply, and adhere to the due diligence process per CASTL and AU's requirements.</li> </ul>	
<b>Individuals:</b>  Students, Prospects, Alumni, Staff and external vendors and contacts	
<b>Legal Authority:</b> Section 33 (c) of the Alberta <i>Freedom of Information and Protection of Privacy Act</i>	
<b>Purpose:</b> <ul style="list-style-type: none"> <li>• Prospect, student and alumni management for activities related to recruitment, retention and donor involvement.</li> <li>• Corporate partner lists used for recruitment, retention and sponsorship.</li> <li>• Data collected used for marketing of programs and courses</li> <li>• EBI Benchmarking survey, EMBA survey, student and alumni surveys for continuous improvements</li> <li>• Website development</li> </ul>	

Remarks: