



UNIVERSITY ADVANCEMENT PRIVACY STATEMENT

Overview

This statement explains how the Division of University Advancement may collect and use your personal data for engagement and development activities.

What information do we collect?

We collect personal information for web transactions, newsletters and emails, and general inquiries. We only use this information for the intended services. For some services, we may request information about background, occupation, demographics, and interests, to include but not limited to:

- Name
- Contact information
- Social Media contacts
- Biographical information
- Family information
- Affiliation activities or interests, including event and volunteer participation
- Occupation information
- Giving history and giving capacity

How do we use your information?

Your data is used by us for a number of purposes in support of alumni relations, communications, and fundraising. These may include but are not limited to:

- Publication features
- Providing services related to alumni and donor benefits
- Inviting you to alumni and other university events
- Promotion of other offers and opportunities exclusive to Winthrop community members, i.e. discounts and exclusive offers from third-party partners
- Sending you information volunteer and other opportunities
- Research to understand our alumni and donor constituencies in order to plan strategy for university programming and fundraising
- Internal administrative record-keeping

How do we protect your information?

The security of your personal information is important to us. We carefully maintain and protect your personal information to prevent unauthorized information access or disclosure, maintain accuracy, and appropriate use of collected information. Our staff maintains secure systems for collecting, housing, and sharing data as well as a secure online site for giving, all of which comply with federal privacy standards.

Student data is protected by the Family Educational Rights and Privacy Act of 1974 (FERPA). With few exceptions, the University cannot disclose any non-directory student information to anyone other than the student unless the student has given specific written consent.

Staff who use and maintain student, alumni, and donor data are trained regularly on FERPA and other related standards and practices for maintaining and protecting private information. We also implement a variety of security measures, both physical and through the use of technology, to maintain the safety of your personal information.

Can information be corrected?

Should you need to update your information, please go to www.winthrop.edu/alumniupdate.

Information shared with outside parties

University Advancement routinely partners with outside parties to promote or advance Winthrop University or to offer exclusive offers or benefits to constituents associated with Winthrop University. For instance, we use the information we collect to further the mission of the Winthrop University Foundation, the mission of which is exclusive to support of Winthrop University.

Third party links

Occasionally, at our discretion, we may include links to third party sites on our website. Please be aware that we have no control, responsibility, or liability for the content and activities of these linked sites. These third party sites have separate and independent privacy statements and we encourage our users to be informed and aware and to read the privacy statements of any other site that collects your personal information. However, we continually seek to protect the integrity of our site and welcome any comments for improvements, including those relate to any links to third party sites.

Mobile and Text Messaging

Personal information collected through the SMS program won't be shared, sold, or rented to third parties for their own marketing purposes.

Compliance with the other jurisdictional privacy regulations

Other states or countries may have privacy regulations which serve to protect their citizens. For example, the European Union General Data Protection Regulation (GDPR) is a European Union (EU) legal framework for data privacy and security of personal data for individuals within the EU. The GDPR sets forth obligations for organizations that collect, use, share, and store personal data of constituents who reside in the European Union.

Students, or potential students have created a contractual need with Winthrop University to collect and retain certain data at the time of submitting an application for enrollment. Personal information is be required by the University as an essential part of the academic process and must be retained per legal requirements.

For non-students, Winthrop University is committed to securing the appropriate consent (opt-in) in the collection and processing of personal data. If you have any questions, or objections to the collection, use and retention of your personal data, on legitimate grounds, Winthrop University shall consider all requirements of notice, choice, transfer, security, data integrity, and access. Please direct any questions you may have concerning Winthrop University's obligations and compliance with GDPR to privacy@winthrop.edu.

How long do we keep your information?

Records created by and submitted to the University are maintained and destroyed according to requirements under the state laws of South Carolina, as well as federal laws and institutional policies.

Where you exercise your right to erase or delete your information, and we can comply with your request, we will continue to maintain a core set of personal data (name, subject(s), matriculation and graduation details, unique University identification number and date of birth) to ensure we do not contact you inadvertently in future, and to maintain your academic record for archive purposes. We may also need to retain some financial records about you for statutory purposes (e.g. anti-fraud and accounting matters).

Your Consent

By enrolling in Winthrop University, making a gift, and/or submitting information to us, you consent to the use and storage of your data as outlined in this policy and per state and federal law.

Changes to this Privacy Statement and University Policy.

Any changes to this policy will be posted to this website and the date noted at the bottom. Winthrop University policies, including our University Privacy Policy, may be found in the Winthrop [University Policy Repository](#).

Last updated: January 16, 2026

Contact Information:

If you have any questions regarding this statement please contact: University Advancement; Advancement Services at advancementservices@winthrop.edu