



## POLICY CONCERNING THE MANAGEMENT, ACCESS, AND USE OF INSTITUTIONAL ADVANCEMENT DATA

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**Effective Date:** March 8, 2017

**Originating Office:** Office of Vice-President,  
Advancement

**Supersedes /Amends:** June 27, 2008

**Policy Number:** VPA-2

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### SCOPE

This policy governs the management, access and use of institutional advancement data residing in the Advancement Information System (AIS). It also acknowledges the central advancement database managed by the Office of Advancement and External Relations (OAER) as the only repository where institutional advancement data is to be collected and stored.

This policy encompasses all fundraising activities conducted by the University or by any entity authorized by the University.

### PURPOSE

To provide a common basis of understanding of institutional advancement data as a business-critical University resource, and of the responsibilities accompanying use of institutional advancement data and its management to all members of the University community.

### DEFINITION

*Institutional advancement data* (IAD) is defined as that data which is created, collected and stored in or transferred onto the AIS, by OAER, its related faculty-based offices, and other administrative offices of the University that are in support of the business and administrative functions of OAER. Such data may include personal, academic, financial, and other information related to donors, alumni, students, faculty, employees, event attendees, corporations, foundations and friends of the University, prospects, and other members of the University community such as board, senate members and retired personnel.

### POLICY

1. The central AIS is the only official University database where institutional advancement data should reside. Maintaining redundant and duplicate data in multiple systems or the creation and use of parallel databases in connection with fundraising and alumni relations activities is prohibited.

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2. Access to the AIS is to be granted by the Vice-President, Advancement to other Senior Officers of the University when deemed necessary. Otherwise, access to the AIS is strictly limited to those University employees directly involved and responsible for fundraising and alumni relations functions, as well the associated administrative functions such as gift processing, prospect research, financial reporting, events management, auditing, gift accounting and campaign reporting, and only for the purpose for which use has been authorized. Authorization for access to data is not transferable.
3. Access to the AIS by University-associated personnel shall be granted at the discretion of the Vice-President, Advancement or their delegate, through the Office of Advancement and Alumni Relations when a legitimate business need for the data is demonstrated, and to external third parties only when release of such data would not violate the University's stewardship obligations, privacy legislation, or legal contracts. Institutional advancement data has legitimate uses for fundraising and alumni relations purposes.
4. Individuals granted access must sign the AIS Database User Agreement, which outlines users' roles and responsibilities and rules on appropriate use of information and confidentiality, the whole in accordance with applicable policies including the Policy Concerning the Protection of Personal Information (SG-9).
5. Data in the AIS is only to be shared with external third parties in accordance with all applicable laws and policies including but not limited to the *Act respecting Access to documents held by public bodies and the Protection of personal information (ch. A-2.1)* for purposes such as the building of affinity programs and its use will be limited to Concordia related programming after approval by the Office of Advancement and Alumni Relations.
6. The responsibility for ensuring the confidentiality of data stored in the AIS rests with the Vice-President, Advancement.

Adopted by the Board of Governors on June 27, 2008, and amended on March 8, 2017