

Information on Data Protection: Alumni Club Membership

As a graduate of the University of Liechtenstein, you can join the Alumni Club. We would like to inform you about the data processing below:

Who is responsible for processing your data?

The University of Liechtenstein acts as the data controller. The contact details can be found in the [privacy policy \(section 2\)](#). Should you require any further information regarding the processing of your data, please contact us at any time by e-mail at alumni@uni.li.

For what purposes will personal data be processed?

The purposes in relation to the processing of your data are as follows:

- Administration of Alumni Club members
- Networking and organisation of social media groups depending on the subject of study (see section for Social Media in the privacy policy);
- Provision of information and organisation of various events;
- Processing of discounts and other benefits (e.g. discount campaigns);
- Contribution for activities for the mentoring programme or testimonials;
- Marketing purposes by means of newsletter distribution (see section for public relations work in the privacy policy);

What is the legal basis for this processing?

The processing of personal data concerning you is carried out on the legal basis of the performance of a contract (Art. 6 para. 1 lit. b GDPR). Participation in the mentoring programme, networking via our social media channels and participation as a testimonial are voluntary, which is why the legal basis is based on your consent in accordance with Article 6 para. 1 lit. a GDPR.

What personal data is processed?

Name and contact data (e.g. e-mail address), data on study programme, date of birth, year of birth, data on employment, data on industry and job, data on professional qualification, club contributions, image data as well as data that accrue in the context of using the UniCommunity portal (profile data, likes, comments, log data, IP address, etc.).

You can find out more about data processing regarding newsletter distribution and our social media channels in the data protection statement under the topics of public relations work and social media.

How long is personal data processed / stored?

Data resulting from the use of your profile will be retained until your withdrawal or objection unless other retention periods need to be taken into account. All data processed on the legal basis of your consent (participation as a testimonial, mentoring programme or newsletter) will only be destroyed upon your revocation. Processing of event data, including discount campaigns, will be destroyed after 10 years.

Who are the recipients of the personal data?

The data collected may be disclosed to the following recipients:

- Amt für Informatik, Vaduz, Liechtenstein (administration of IT infrastructure)
- OpenCampus GmbH, Germany (use of the portal)
- Microsoft Ireland Operations, Ireland (use of M365)
- Microsoft Corporation, USA (use of M365)
- Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (networking via social media)
- LinkedIn Ireland Unlimited Company, Wilton Plaza Wilton Place, Dublin 2, Ireland (networking via social media)

An adequacy decision of the European Commission for the transfer of data to the USA exists.

What rights do you have as a data subject?

We would like to inform you about your rights of access, rectification, erasure, restriction of processing, data portability, objection, withdrawal or complaint to the data protection authority directly via our [privacy policy](#) (section "What are your rights?"). Should you require any further information regarding the processing of your data, you can contact us at any time by e-mail at alumni@uni.li.