DARS PRE-MIGRATION RULES FOR INFORMING DATA SUBJECTS

This document is intended for Colleges and Departments who are planning to transfer personal data from their current system into DARS. It outlines the steps which must be followed ahead of the migration to DARS. Please refer to the DARS Rules for Participation (known as the ‘Rules’) for further details about your specific obligations in this area.

1. Background

We hope that your alumni, donors, students, staff and friends will all benefit from DARS but it is very important to check that they understand the process of migration of their data into DARS and are happy for their data to be migrated before this is carried out. The proper migration and subsequent use of personal data is crucial to DARS fulfilling its function of enhancing communications with alumni, donors etc and to complying with the Data Protection Act 1998.

As you know, all colleges, faculties, departments, administrative units, international offices, recognised alumni societies, and sports and other entities associated with the University (known as ‘Participants’) who wish to use DARS will be required to enter into a standard form Participation Agreement or Memorandum of Understanding, which sets out various requirements on all Participants in relation to use of DARS, including to comply with the detailed obligations set out in the Rules.

The Rules deal specifically with the obligations relating to uploading data and you should refer to this document for further guidance. It is crucial to the success of DARS (and compliance with the DPA) that individuals whose personal data are held in the System understand the migration into DARS and do not object to it. The Rules therefore require you to explain to all the individuals in your current system:

- that you propose to migrate their personal details into DARS;
- the way in which the individuals’ data will be used in DARS, including providing a copy of the Data Protection Statement which provides the individual with information relating to the permitted purpose and other relevant information about the processing of personal data in DARS (known as the ‘DP Statement’, see Rule 2);
- the individuals’ rights to opt out of their data being migrated into DARS; and
- that unless you hear back from the individual that they do not wish to have their details held in DARS by a specified date (which should give the individuals at least 28 days to reply) then you can assume they are happy for their details to be included in DARS, although any individual can opt out of being on the System at any time subsequently.

You must also check, so far as is reasonably possible, that the details held are up to date.

Accordingly, you must:

1. send a notification mailing (using the wording in Appendix 1) and within a Contact Update Form to all contactable Data Subjects on your current system whose data you propose to migrate into DARS; and
2. display details about the move to DARS, including a link to the standard DP Statement governing use of the data held in DARS, prominently on your website.

If you are unable to contact a Data Subject on your current database about the process of migration of their data into DARS (either because you no longer hold valid contact details or the Data Subject has previously requested not to be contacted), we understand that you may still wish to retain some record of their
relationship with you in certain circumstances. However, only a ‘Skeleton Record’ (see Rule 3.6 and section 4 below) for that Data Subject may be entered into DARS unless the Data Subject is (i) a member or former member of the University or (ii) has made donations to you and/or the other Participants and/or the University of at least £5,000 in aggregate, when you may enter a full record provided you are satisfied that this is necessary for the Permitted Purpose and within the scope of the DP Statement. Should you receive new contact details or resume contact for any such individual at a later stage then you must send a notification to him/her promptly, including a copy of the DP Statement.

You do not need to send a notification mailing to those Data Subjects on your current system that qualify as ‘Research Records’ (see Rule 3.7). However, if at any time the record ceases to qualify as a Research Record, then the constituency code must be removed immediately and the Data Subject must be treated as a new Data Subject for the purposes of Rule 7.3.

The records of deceased Data Subjects may be transferred to DARS (without sending a notification mailing!) but their record must be reviewed prior to migration and only data that is necessary for the Permitted Purpose may be transferred into DARS.

2. How to use the wording provided in Appendix 1

The wording must:

- be reproduced un-amended (other than to complete the information in the square brackets); and
- include, or be incorporated within, a Contact Update Form (see Appendix 3 for an example); and
- be enclosed with a hard copy of the DP Statement (again reproduced un-amended other than to complete the information in the square brackets)

but it does not have to be a stand-alone mailing. For example, you might wish to include a covering letter (see Appendix 4 for an example) from a senior member of your College or Department, a news publication, or details of your events programme.

The DP Statement for use by Participants is available at the following URL address:

http://www.admin.ox.ac.uk/media/global/wwwadminoxacuk/localsites/dars/documents/Approved_DARS_Data_Protection_Statement_06.05.10.DOC

Contact Update Form: It is important to ensure that the data held in DARS are up to date. The Rules impose obligations in respect of ensuring that the details held about your Data Subjects are up to date and imposes specific obligations around circulating Contact Update Forms asking your Data Subjects to check or confirm their details on a regular basis.

Please ensure that you include a Contact Update Form (also commonly known as a Personal Information Form or PIF) with your notification mailing explaining the migration to DARS. Where possible, the Contact Update Form should be pre-populated with the data that you currently hold.

3. Students

If you will be migrating current students into DARS it is particularly important to be completely clear about the proposed migration, the rights of the student to opt out and that any opt out will not prejudice the student’s treatment by the University. Accordingly, you must send the alternate version of the notification wording in Appendix 2 to all student Data Subjects.

A number of other steps have been taken to ensure that students are informed of the transfer of data into DARS. Starting in June 2010, all leaving students will receive a notification from the University Alumni Office shortly after the transfer of their data into DARS. In relation to incoming students, the Student Contract for the academic year commencing in October 2010 has been updated to explain that data may be held in
DARS. To ensure the name, contact and education data about students on DARS is accurate, it is planned in due course to establish a regular data feed from the Oxford Student System (OSS) into DARS for students who have received a notification about DARS. The data feed will not include any other students at this stage.

4. Possible responses from your contacts

Data Subjects may respond by asking that their data is not migrated into DARS (or is subsequently removed) or that s/he does not receive some or any form of communications. All Data Subjects are entitled to ask for this and they must have their requests acted on. If such a request is received, the DARS Database Team must be contacted immediately so that DARS can be updated promptly. This will include the application of any relevant ‘non-solicit codes’ (recorded as Solicit Codes and Mail Preferences in DARS, see Rule 7.12).

Following the receipt of a request, it may be necessary to contact the Data Subject to clarify the terms of the request; for example, they may object to the holding of some of their personal data but still wish to receive mailings. See Appendix 5 for a template letter which attempts to clarify the position to the requestors so that they know who is currently holding what data, what their options are at that moment and the implications of their data being removed. A copy of the information currently held on your system should be sent with this letter and you should direct them as to how they may obtain a record of their information currently held on DARS. If we are trying to clarify what s/he does/does not wish to receive or whether s/he wants to become a Skeleton Record, then s/he needs to be able to see what we are currently holding on him/her.

When a Data Subject requests that their data is removed from DARS or not migrated, all information held on that Data Subject other than the following must be removed from DARS (and must not be transferred into DARS from your current system):
- their name and any college(s) attended, subject(s) studied and year(s) of matriculation/graduation;
- a note of the request to remove their data, to prevent them from being inadvertently contacted in the future;
- information needed to comply with statutory requirements (such as in relation to Gift Aid), but only for so long as those statutory requirements specify;
- an anonymous reference may be attributed to them in documentation compiled from the record of their event attendances and/or the record of donations that s/he have given, for the purposes of internal or external recording or accounting for any event attended, and for any donation required to be retained for audit, reporting or accounting purposes; and
- a constituency code of Skeleton Record.

This information is collectively known as a ‘Skeleton Record’ (see Rule 3.6).

Following the notification mailing but prior to the migration of data you may receive a Subject Access Request (known as a ‘SAR’, see Rule 12) from a Data Subject. These should be handled separately by the University and the college before migration as we are still separate Data Controllers of the data at this stage with separate responsibilities in relation to the data held. For the purposes of ensuring each party is aware of any SARs submitted, either party should inform the other whenever an SAR has been received. If the Participant receives a SAR following the notification mailing, then it is responsible for sending a copy of its data to the requestor, and for informing the requestor that if they wish to know what data, if any, is held on DARS for him/her at present, then s/he should submit a separate request to the DARS Database Team at University Database Team, University of Oxford Development Office, University Offices, Wellington Square, Oxford OX1 2JD or by email to database@devoff.ox.ac.uk.

5. What are our ongoing obligations?

We cannot describe all of the obligations under the Rules here and it is therefore important to ensure that you are familiar with this document and comply with the obligations set out. We summarise key points below.
• Comply fully with the requirements of the Data Subjects in respect of the extent of processing of their personal data, which will include updating the Solicit Codes and Mail Preferences (see Rule 7.12) following any request and respecting such requests, and the requirements of the DPA and PECR. For example, you must not send/make communications to any Data Subject who has indicated that they do not consent to this and must not exceed the processing permitted by the Permitted Purpose and the scope of the DP Statement.

• All new Data Subjects must be provided with a copy of the DP Statement at or within five working days of the first point of data collection.

• In respect of all communications to Data Subjects:

  (a) comply with the requirements of: Rule 9 which includes obligations around obtaining Clearance and sending communications; professional standards of conduct for handling data and to work within the principles outlined in the University documents entitled ‘Principles and Protocols for Fundraising for the collegiate University’, the ‘Relationship Management and Major Potential Donor Scheme’ and the ‘Clearance Good Practice Guidelines’ each as revised from time to time; any request(s) made by that Data Subject with respect to receiving contact; and any directions made by the Relationship Manager (RM) for that Data Subject with respect to making contact.

  (b) for all email and postal communications, send one of the footers or statements listed in Rule 7.3.

  (c) ensure that Contact Update Forms inviting Data Subjects to update the details held about them are sent to Data Subjects at least annually. Wherever possible these forms should be pre-populated with the data currently held.

• A Data Subject can opt out of having their details stored in DARS, or of receiving any communications, at any time. If such a request is received, you must update DARS within five working days, including applying any applicable Solicit Codes or Mail Preference codes. Where a Data Subject requests that their data is removed, all information held on that Data Subject other than the Skeleton Record must be removed from DARS and any other records you hold within five working days. Of course, if a Data Subject requests to change their details or contact preferences, this must be respected.

• Review regularly the list of Data Subjects for which you are the RM on DARS and remove any unnecessary details stored on those Data Subjects.

• Comply fully with the requirements of Rule 7.14.5 for Data Subjects to whom you are the RM where there has been no contact for two years (including sending communications).

6. Questions?

It is strongly recommended that, prior to sending the notification mailing out to Data Subjects, you provide a copy of your proposed mailing to the Head of DARS so that it can be reviewed to ensure it meets the various obligations. The Head of DARS is happy to do this.

The Participation Agreement and Rules are the key resources for full details of your obligations. However, if you have any questions about your obligations generally or the process for informing your alumni, donors, students, staff and friends about the proposed migration, please contact the Head of DARS.

Email: daniel.keyworth@dewoff.ox.ac.uk
Telephone: 01865 (6)11593
Appendix 1: Notification wording for all Data Subjects (including alumni, donors, staff and friends) except students

<table>
<thead>
<tr>
<th>Development &amp; Alumni Relations System (DARS)</th>
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As you may already know, [insert name of college or department eg St John’s College] will be transferring to a new database system, DARS, from [insert date eg 15 June 2010]. This system will hold the details of alumni, students, staff and friends previously held in separate alumni and development databases of the University and the participating colleges. The result will be a single, comprehensive database allowing, on a regulated basis, colleges, faculties, departments, administrative units, international offices, recognised alumni societies, and sports and other entities associated with the University (the ‘Participants’) access to all the data held in it. We hope that this will lead to the details of our alumni, students, staff and friends being kept more up to date and that it will help improve our communications with you. [For past and present members of [insert name of college eg St John’s College], we and any other college(s) you still have affiliations with will be your primary contact within the collegiate University (if you wish us to be); DARS is not changing this.]*Delete this bracketed sentence if you are not a college.*

Please note: Your data will continue to be held securely. For full details on the way in which your data will be held and used, please see the Data Protection Statement at [insert URL eg www.sjc.ox.ac.uk/data_protection] (or get in touch at the address below to request a hard copy). We hope that you will be happy for us to move the data held about you into DARS. Unless we hear back from you by [insert date eg 8 June 2010], we will assume that the data we already hold on you can be transferred to the DARS system. However, if at any time you have any queries about the use of your personal data in DARS or wish to change the fact of, or extent of, use of your personal data, please contact our [insert contact eg Alumni Relations and Communications Officer], quoting your Alumni Card number, at the address or email address below.

[insert address eg The Alumni Office, St John’s College
St. Giles, Oxford, OX1 3JP, United Kingdom]
Email: [insert eg alumni.office@sjc.ox.ac.uk]
Appendix 2: Notification wording for student Data Subjects

Development & Alumni Relations System (DARS)

As you may already know, [insert name of college or department eg St John’s College] will be transferring to a new database system, DARS, from [insert date eg 15 June 2010]. This system will hold the details of alumni, students, staff and friends previously held in separate alumni and development databases of the University and the participating colleges. The result will be a single, comprehensive database allowing, on a regulated basis, colleges, faculties, departments, administrative units, international offices, recognised alumni societies, and sports and other entities associated with the University (the ‘Participants’) access to all the data held in it. We hope that this will lead to the details of our alumni, students, staff and friends being kept more up to date and that it will help improve our communications with you.

The data held in DARS will continue to be held securely. For full details on the way in which the data will be held and used, please see the Data Protection Statement at [insert URL eg www.sjc.ox.ac.uk/data_protection] (or get in touch at the address below to request a hard copy).

Note that while you are a student you will not receive donation requests (other than in relation to the Leavers’ Gift Programmes organised in cooperation with, and with the support of, your student representative body).

Please note: We hope that you will be happy for us to move the data held about you into DARS and unless we hear back from you by [insert date eg 8 June 2010], we will assume that the data we already hold on you can be transferred to the new system. However, it is entirely your decision and you are completely at liberty to opt out of having your personal data migrated into DARS – no consequences will flow from any decision not to allow your data to be migrated into DARS.

If at any time you have any queries about the use of your personal data in DARS or wish to change the fact of, or extent of, use of your personal data, please contact our [insert contact eg Alumni Relations and Communications Officer] at the address or email address below.

[insert address eg The Alumni Office, St John’s College
St. Giles, Oxford, OX1 3JP, United Kingdom] Email: [insert eg alumni.office@sjc.ox.ac.uk]
ST JOHN'S COLLEGE UPDATE FORM FOR ALUMNI AND FRIENDS

We would be most grateful if you could complete this form (it is not necessary to fill in every field) and return it to Sophie Carp, The Alumni Office, St John’s College, Oxford, OX1 3JP, United Kingdom. Email: alumni.office@sjc.ox.ac.uk. For full details on the way in which your data will be held and used, please see our Data Protection Statement at [www.sjc.ox.ac.uk/data_protection](http://www.sjc.ox.ac.uk/data_protection).

<table>
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<td>Surname</td>
<td>First name</td>
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<tr>
<td>Preferred name</td>
<td>Middle name(s)</td>
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<tr>
<td>Surname at St John’s (if different)</td>
<td>Title</td>
</tr>
<tr>
<td>Date of birth</td>
<td>Name &amp; title of spouse / partner (If applicable)</td>
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<tr>
<td>Marital / partnership status</td>
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<td>Name(s) of children</td>
<td>Name(s) of relatives at St John’s (If applicable)</td>
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<tr>
<td>Address including Postcode / Zip Code</td>
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<tr>
<td>Telephone</td>
<td>This is: □ My home □ Parents’ home □ Business address □ Other</td>
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<tr>
<td>Mobile</td>
<td>Email</td>
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<th>Alternative Contact Details</th>
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<td>Address including Postcode / Zip Code</td>
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</tr>
<tr>
<td>Telephone</td>
<td>This is: □ My home □ Parents’ home □ Business address □ Other</td>
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<tr>
<td>Mobile</td>
<td>Email</td>
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<tr>
<th>Your time at St John’s</th>
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<tr>
<td>Matriculation year</td>
<td>Final year left</td>
</tr>
<tr>
<td>Degree(s)</td>
<td>Subject(s)</td>
</tr>
<tr>
<td>St John’s / University bursaries, scholarships &amp; prizes</td>
<td>Undergraduate tutor(s)</td>
</tr>
<tr>
<td>Involvement in St John’s JCR / St John’s MCR / University clubs, societies and sports</td>
<td>Graduate supervisor (at St John’s)</td>
</tr>
</tbody>
</table>

*Please turn over*
### Your time after St John’s

**Education after St John’s**

I am currently:  
- [ ] Employed  
- [ ] Retired  
- [ ] In education  
- [ ] Full-time parent  
- [ ] On sabbatical  
- [ ] Other

<table>
<thead>
<tr>
<th>Current employer</th>
<th>Start date</th>
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<td><em>(If retired, indicate previous employer and retirement date)</em></td>
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<tr>
<th>Current occupation</th>
<th>Current position (job title)</th>
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<tbody>
<tr>
<td><em>(If retired, indicate previous occupation)</em></td>
<td><em>(If retired, indicate previous position)</em></td>
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<th>Honours &amp; awards</th>
<th>Directorships, committees &amp; trusteeships</th>
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</thead>
</table>

### Publications

### Other distinctions, memberships, achievements & current interests

### Your news for TW Magazine

### Additional Comments

If you would like to add any additional comments, or to send a message to the St John’s Alumni Office or Development Office, or submit any information that is not covered above, please use this space.

### Development & Alumni Relations System (DARS)

As you may already know, St John’s College will be transferring to a new database system, DARS, from 15 June 2010. This system will hold the details of alumni, students, staff and friends previously held in separate alumni and development databases of the University and the participating colleges. The result will be a single, comprehensive database allowing, on a regulated basis, colleges, faculties, departments, administrative units, international offices, recognised alumni societies, and sports and other entities associated with the University (the ‘Participants’) access to all the data held in it. We hope that this will lead to the details of our alumni, students, staff and friends being kept more up to date and that it will help improve our communications with you. For past and present members of St John’s College, we and any other college(s) you still have affiliations with will be your primary contact within the collegiate University (if you wish us to be); DARS is not changing this.

**Please note:** Your data will continue to be held securely. For full details on the way in which your data will be held and used, please see the Data Protection Statement at [www.sjc.ox.ac.uk/data_protection](http://www.sjc.ox.ac.uk/data_protection) (or get in touch at the address below to request a hard copy). We hope that you will be happy for us to move the data held about you into DARS. Unless we hear back from you by 8 June 2010, we will assume that the data we already hold on you can be transferred to the DARS system. However, if at any time you have any queries about the use of your personal data in DARS or wish to change the fact of, or extent of, use of your personal data, please contact our Alumni Relations and Communications Officer, quoting your Alumni Card number, at the address or email address below.

The Alumni Office, St John’s College  
St. Giles, Oxford, OX1 3JP, United Kingdom  
Email: alumni.office@sjc.ox.ac.uk
Appendix 4: Example notification mailing covering letter

NAME COLLEGE

Tel: 
Fax: 
Web: 

Dear Salutation,

[Optional other news, greeting etc]

As you may know, the Name College Development Office will be transferring to a new database system in Migration month and year. This System, already in use by the University Development and Alumni Offices (from which it sends out Oxford Today, e-Pidge, etc) and several other participating colleges, faculties, departments, administrative units, international offices, recognised alumni societies, and sports and other entities associated with the University, holds the details of alumni, students, staff and friends previously held in separate alumni and development databases.

The purpose of the Development and Alumni Relations System ("DARS") is to provide a common source of data on all alumni, donors, students, staff and friends of the collegiate University. The long-term intention behind this shared resource is to improve mutual understanding, by enhancing the quality of our communication at all levels and developing a better appreciation of our relationship with you, and other alumni, donors and friends. We hope that DARS will make it much easier for you in future to update your details and preferences for all parts of the University with whom you wish to have contact simultaneously, especially once we have launched our new "online community" for alumni, students and friends over the coming months. For past and present members of Name College, we and any other college(s) you still have affiliations with will be your primary contact within the collegiate University (if you wish us to be); DARS is not changing this. Your data will continue to be held securely.

Please find enclosed the DARS Data Protection Statement and an Update Form. I would be most grateful if you could complete the form if your details have recently changed. We hope that you will be happy for us to move the data held about you in our existing database into DARS so that we can keep in touch with you. Unless we hear back from you by Specific date at least 28 days from today and before the migration occurs, we will assume that the data we already hold on you can be transferred to DARS. However, if at any time you have any queries about the use of your personal data in DARS or wish to change the fact of, or extent of, use of your personal data, or no longer wish to receive a specific communication(s), please contact the Name College Development Office.

[Optional other news, closing etc]

Yours sincerely,

College Head of House etc
Dear ........,

Thank you for your [E-MAIL/LETTER] of [DATE].

As an [ALUMNUS/ALUMNA] of the collegiate University, both the University and the college hold your personal data, currently in separate databases. On the University side and as explained in the notification form which was sent out with Oxford Today in October 2009, your personal data was transferred from the University's previous database to DARS in Autumn 2009, when the new system was introduced.

On the college side, [COLLEGE] currently holds data relating to you on its own database. It intends to transfer all this data to the new DARS database. With regard to the data that will be held on DARS after this migration, you have four options. These options are set out on the enclosed form. Please complete this form, indicating which option you prefer and return to [OFFICER] at [COLLEGE].

As you may find it helpful, I enclose a print-out of your personal data currently held on the [COLLEGE] database. If you would like to obtain a copy of your personal data currently held on the DARS database, please contact database@devoff.ox.ac.uk

Yours sincerely,

[COLLEGE SIGNATORY]
### Options after transfer of data to DARS

**Name**  
[TO BE INSERTED BY COLLEGE]

<table>
<thead>
<tr>
<th>Option</th>
<th>You may choose to:</th>
<th>Please tick ONE option only (and provide additional information as requested)</th>
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<tbody>
<tr>
<td>1.</td>
<td>Keep all your personal data on the DARS database and to receive all of the range of communications and marketing activities (including fundraising activities) sent by the University Alumni and Development Office, by any other part of the University using DARS and by [COLLEGE].</td>
<td>☐</td>
</tr>
<tr>
<td>2.</td>
<td>Keep all your personal data on the DARS database but opt out of receiving some or all of the range of communications and marketing activities (including fundraising activities) sent by the University Alumni and Development Office, by any other part of the University using DARS and by [COLLEGE]. Please let us know which communications (e.g. Oxford Today, Gaudy invitations, newsletters) or marketing activities you wish to cease.</td>
<td>☐</td>
</tr>
<tr>
<td>3.</td>
<td>Opt out of us holding some of your personal data on the DARS database and opt out of receiving some of the range of communications and marketing activities (including fundraising activities) sent by the University Alumni and Development Office, by any other part of the University using DARS and by [COLLEGE]. Please note that to do this, we will need to retain, in addition to the categories of data outlined below for a “Skeleton Record”, the details which are necessary to enable us to identify and send you any communications and marketing activities you wish to receive. We will delete all other personal data we hold about you from the DARS database unless you provide your consent that certain data may be retained. In future we will only add other personal data about you to the DARS database where you have provided your consent that this data may be added. Please let us know which communications (e.g. Oxford Today, Gaudy invitations, newsletters) or marketing activities you wish to cease.</td>
<td>☐</td>
</tr>
<tr>
<td>4.</td>
<td>Opt out of us holding any of your personal data on the DARS database and opt out of receiving all communications and marketing activities (including fundraising activities) sent by the University Alumni and Development Office, by any other part of the University using DARS and by [COLLEGE].</td>
<td>☐</td>
</tr>
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</table>

In accordance with the DARS Data Protection Statement (available at [http://www.alumni.ox.ac.uk/data_protection](http://www.alumni.ox.ac.uk/data_protection)), your DARS record would then be reduced to a “Skeleton Record” i.e. we will remove all personal data, with the following exceptions:

- your name and any college(s) attended, subject(s) studied and year(s) of matriculation/graduation;
- a note of the request to remove your data will be retained, to prevent you from being inadvertently contacted in the future;
- information needed to comply with statutory requirements (such as in relation to Gift Aid) may be retained, but only for so long as those statutory requirements specify; and/or
- an anonymous reference may be attributed to you in documentation compiled from the record of your event attendances and/or the record of donations that you have given, for the purposes of internal or external recording or accounting for any event attended, and for any donation required to be retained for audit, reporting or accounting purposes.

Please note that if your DARS record is reduced to a Skeleton Record, you will no longer receive communications (such as Oxford Today or Oxford Alumni Weekend invitations) from the University Alumni and Development Office or any other part of the University using DARS, nor will you receive communications (such as Gaudy invitations and newsletters) from [COLLEGE] after the college has migrated its data to DARS.