Auxiliary Users Data Access Policy

Policy Title:	Auxiliary Users Data Access Policy		
Policy #:	DGC1.41	Effective Date:	07/01/2020 Updated 05/22/2023
Responsible Department:	Data Governance Council	Cross Reference:	
Responsible Staff:	DGC CDR	Policy Owner:	Sr. Director of Donor Relations, Advancement

1. **Purpose**: To provide sufficient access to the Fundraising Database for Clemson University employees and volunteers outside of the Advancement Division based on the varying needs and roles of auxiliary user groups.

2. **Definitions**:

   Fundraising Database means the primary system of donor and alumni constituent information, including but not limited to the giving history, contact information, development reports, and event attendance of constituents. The Advancement Services Information Technology department supports the fundraising database for the Advancement division, which is currently Blackbaud CRM, also known as CADENCE.

   Clemson Enterprise refers to Clemson University, the Clemson University Foundation, the Clemson Alumni Association and IPTAY.

3. **Policy**:

   a. Access Requests:
      The Clemson Enterprise maintains information containing biographical, academic, demographic and gift information on alumni, donors, friends and students. This information exists exclusively to support the work of Clemson University and to assist the University community in transacting business related to Clemson University programs. Much of this information is protected under various state and federal laws and may not be used in violation of those

laws. Clemson University abides by the Family Educational Rights and Privacy Act (FERPA) regulations.

Access to Advancement data through the Fundraising Database (also known as CADENCE) by Auxiliary Users will be managed through the Data Governance Council and maintained by assigned access managers. The Data Governance Council has designated the following positions in each Auxiliary User Group for global access to CADENCE, per the security roles assigned to each. If applicable, access to CADENCE by anyone not in one of the Pre-approved Positions below must be approved by the assigned access manager. All access requests should be made to the assigned access managers.

For auxiliary access requested for users who do not belong to one of the existing groups below, an access manager will bring a request to the DGC with reasons for why access is requested.

Auxiliary User Groups Requiring Global Access, by Designated Security Requirements	Pre-Approved Positions	Assigned Access Managers
President's Office	Executive Assistant to the President, Chief of Staff, Assistant to the Chief of Staff, Project Manager	VP of Advancement
Finance Office	TBD	VP of Advancement and President CUF
Budget Office	Director of Financial Analysis, Budget Director, Associate VP for Budget, Senior Budget Analyst, Financial Planning and Analytics	VP of Advancement, President of CUF
Provost Office	TBD	Associate VP Development
Financial Aid	Director of Scholarships, Scholarship Coordinator	Central Donor Relations
Internal Audit	Auditor	CFO, Clemson University Foundation
Clemson World	TBD	Advancement Marketing & Communications
Other Supporting University Affiliates per SLAs (ex. IPTAY and Clemson Architectural Foundation)	Per Service Level Agreement (SLA)	Clemson University Foundation Legal Counsel

b. <u>Confidentiality Agreements:</u>
All users will be required to complete a Confidentiality Agreement annually, in accordance with the normal policy governing all CADENCE users. Failure to complete the Confidentiality Agreement by the requested date will result in a user's access being revoked.

c. <u>Training Requirement:</u>

Prior to receiving access to CADENCE, all users are required to participate in introductory onboarding training sessions offered by Advancement Services per Advancement Services Information Technology – System Access, Security and Compliance [Policy 13.01]. Data Access Managers are responsible for sharing/updating knowledge, related to the user's specific role/tasks.

d. <u>User Responsibility:</u>
It is the responsibility of the user to notify their appropriate access manager should they no longer be employed by the University or they encounter a change in their role or position within the University. Should their new position require access to CADENCE, they will need to work through the new access manager for the new department or program.

e. <u>Estimated Timing:</u>
Access requests for users in the above pre-approved roles will be processed within ten business days. Additional time will be required for special requests outside of the above approved positions given the additional consideration required by the Data Governance Council and the Advancement Leadership Team.

f. <u>Role of the Access Manager:</u>
The assigned Access Manager is responsible for ensuring the accuracy of Auxiliary users under their purview and promptly alerting changes to Advancement Services. Access managers should communicate with their assigned Auxiliary Users at least quarterly. The assigned Access Manager is responsible for the knowledge/training, and enforcement of proper usage of information.

g. <u>Communication Responsibilities:</u>
Solicit code and anonymity notations on constituent records determine who users can communicate with and with whom they are prevented from communicating based on either individual user preferences and/or instructions from the primary manager of that constituent's relationship with Clemson University. Users obtaining contact information from the fundraising

database are required to understand and adhere to Solicit Code and anonymity notations on all database records. Solicit code documentation for users may be found at: https://forever.clemson.edu/di/self-service/solicit-codes

h. <u>Use of Information:</u>
Access to Advancement data through the Fundraising Database (also known as CADENCE) by Auxiliary Users is being granted for the sole purpose of business processes and information needed for the benefit of Clemson University and the effective stewardship of philanthropic resources received by the Clemson University Foundation. Accessing and sharing of information for any other purpose is expressly prohibited by this policy.

Access to CADENCE is also contingent on adherence to all Data Governance and CUF IT policies, including but not limited to: Anonymous Records Policy, DAR Mass Communication and Information Policy.

i. <u>Policy Violation:</u>
Users that violate this policy will have their access to constituent information and communication with constituents suspended either temporarily or permanently and the matter will be turned over to the University.

Approval Date: DG Executives approved on 5/22/2023

Functional Area (Role)/CRM Privilege	Data Classification	Auxiliary - Includes Revenue	Auxiliary - No Revenue
Login in/Basic Navigation of CRM		x	x
Constituent Biographical/Personal Info - View	Confidential	x	x
Constituent Biographical/Personal Info - Add/Edit	Confidential		
Constituent Address and Contact Info - View	Confidential	x	x
Constituent Address and Contact Info - Add/Edit	Confidential		
Constituent Relationships (ind/org/emp) - View	Confidential	x	x
Constituent Relationships (ind/org/emp) - Add/Edit	Confidential		
Constituent Education - View	Internal Use	x	x
Constituent Education - Add/Edit	Internal Use		
Constituent Revenue - View	Confidential	x	
Constituent Revenue - Add/Edit	Confidential		
Constituent Revenue Recognition - View	Confidential	x	
Constituent Revenue Recognition - Add/Edit	Confidential		
Constituent Planned Gifts - View	Confidential		
Constituent Planned Gifts - Add/Edit	Confidential		
Constituent Notes/Documentation - View	Internal Use		
Constituent Notes/Documentation - Add/Edit	Internal Use		
Constituent Appeals and Communications - View	Internal Use		
Constituent Appeals and Communications - Add/Edit	Internal Use		
Constituent Attributes - View existing attributes	Internal Use		
Constituent Attributes - Add/Edit existing attributes	Internal Use		
Constituent Events/Participants/Registrants - View	Internal Use	x	
Constituent Events/Participants/Registrants - Add/Edit	Internal Use	x	
Constituent Interactions - View	Internal Use		
Constituent Interactions - Add/Edit	Internal Use		
Constituent Prospect Plan/Opportunites - View	Internal Use		
Constituent Prospect Plan/Opportunites - Add/Edit	Internal Use		
Constituent Membership Tab - View	Internal Use		
Constituent Memberships - Add/Edit	Internal Use		
Purpose/Designation - View	Confidential	x	x, without Donor Info Tab

Purpose/Designation - Add/Edit	Confidential	
Prospect Tab - Full Access	Internal Use	
Prospect Tab for DOs (see screenshot)	Internal Use	
Ad-hoc Query/Selection - Add/Edit	Internal Use	
Smart query instance Run/Edit (NO ADD)	Internal Use	
Export Definitions - Add/Edit	Internal Use	
Marketing & Communications - Receipts	Confidential	
Marketing & Communications - Acknowledgements	Internal Use	
Marketing & Communications - Pledge Reminders	Confidential	
Marketing & Communications - Marketing Efforts	Internal Use	
Canned Reports - Run/Edit	Internal Use	
Canned Reports - Add	Internal Use	
Administrative Functions (Global Add/Delete/Configuration, etc…)	Internal Use	
Athletics Panel - View	Internal Use	
Athletics Panel - Ticketing - View	Internal Use	
Revenue Batch	Internal Use	
Revenue Import	Internal Use	
Interaction Batch	Internal Use	
Interaction Import	Internal Use	
Constituent Batch	Internal Use	
Constituent Import	Internal Use	
Smart Fields (View)	Internal Use	
Giving Tab (View)	Internal Use	x
Region Codes (Add/Edit)	Internal Use	
Web Funcational Area	Internal Use	
Treasury Functional Area	Internal Use	

PRIORITY		ROLE	FUNCTION	Examples	BIOGRAPHICAL INFO NEEDED	REVENUE INFO NEEDED	LEVEL OF FUND ACCESS REQUESTED	PLANNED GIFTS NEEDED	NOTES	EVENTS	INTERACTIONS	SMART QUERIES	FUND AGREEMENTS	ADVANCEMENT CONNECTION
DGC PHASE 1	Auxiliary - No Revenue	Clemson World	Research alumni, feature stories, confirm death details, contact information updates		Yes	No	Global	No	No	No	No	No	No	Annual Giving
		Scholarship Office	Research fund agreements, Research stewardship recipients on scholarships		Yes	No	Global	No	No	No	No	No	Yes	Central Donor Relations
	Auxiliary - Includes Revenue	President's Office			Yes	Yes	Global	No	No	Yes	No	No	Yes	Central Donor Relations
		Internal Auditing			Yes	Yes	Global	No	No	Yes	No	No	Yes	CUF Legal Counsel & Corporate Secretary
		Provost Office			Yes	Yes	Global	No	No	Yes	No	No	Yes	Central Donor Relations
		Finance Office			Yes	Yes	Global	No	No	Yes	No	No	Yes	Central Donor Relations
		Other Supporting University Affiliates per SLAs (ex. IPTAY and Clemson Architectural Foundation)			Yes	Yes	Global	No	No	Yes	No	No	Yes	CUF Legal Counsel & Corporate Secretary