

**University of Florida Foundation, Inc. (UFF)  
Data Sharing and Application**

Policy #: 3.16  
Effective Date: May 1, 2020  
Responsible Department: Operations

**1. PURPOSE**

UFF collects and maintains a significant amount of data about its donors, prospective donors, UF alumni, philanthropic donations and transactions, UF Advancement employees, and its contracted partners. This companion policy to the existing UF privacy policy (<http://privacy.ufl.edu/privacy-policies-and-procedures/online-internet-privacy-statement/>) and UFF Confidentiality of Foundation Records policy (<https://www.uff.ufl.edu/docview/?docid=1980>) begins to define the specific data points that UFF collects and stores, their use, and the sharing of those data points.

**2. APPLICABILITY**

This policy covers all usage of the addressed data points, including day-to-day operations, routine requests, and special requests. Usage by UF Advancement employees, Advancement partners, non-Advancement UF employees, and external users is governed by this policy.

**3. DEFINITIONS**

**Advancement Employees** – Current UF Advancement employees

**Advancement Partners** – Non-Advancement UF staff, UF faculty, UF students, authorized vendors, and other entities with whom UFF has a signed a confidentiality statement and signed agreement regarding the receipt and use of UFF data

**Aggregate Data** – Data where the individual records are replaced by totals or summaries of the data points

**BUCET** – Business Use Classification & Escalation Tier

**Constituent** – Any donor, prospective donor, alumnus/a, student, or other entity for whom UFF is collecting or maintaining data, or both

**Deploy Data** – Authorize the release of data

**Randomized Data** – Data where the data for all records is provided, but in such a manner that the individual data points are not associated with their original record (also known as blinded data)

**Source of Record** – The current authoritative source of data for UFF’s day-to-day activities

**Student Data** – Data about UF students, their records, and their student-related activities that originates and is maintained outside of the UFF source of record

**University Leadership** – UF president, UF vice presidents, and UF deans

#### 4. POLICY

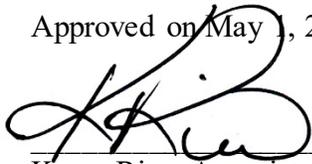
UFF considers the privacy, security, and accuracy of its constituent data to be of the utmost priority. To ensure the privacy, security, and accuracy of this data, all persons with access to or in possession of UFF data or reports using UFF’s data must adhere to the guidelines detailed for the Data BUCETs (see Data BUCETs document) in which the data points in their data or report fall. These guidelines supplement, not replace, existing UF and UFF data and privacy policies and guidelines. Reports containing data points from more than one bucket will follow the strictest guideline for each rule.

UFF will follow these BUCETs in decision-making concerning the release of data and reports based on the data. Data Services maintains a list of commonly approved requests for data. Requests for data that fall outside of the commonly approved list are subject to the UFF Data Escalation Operational Policy.

#### 5. CLARIFICATION

Requests for clarification of this policy should be sent to [dataservices@uff.ufl.edu](mailto:dataservices@uff.ufl.edu).

Approved on May 1, 2020.



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Karen Rice, Associate Vice President

Revision history: Original version