

# HERTFORD COLLEGE, OXFORD

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6 October 2015

Hertford will shortly be transferring to a new database system, the Development and Alumni Relations System ('DARS'), in or shortly after November 2015. DARS is an Oxford-specific, centralised database which holds the details of alumni, students, staff and friends. Such data was previously contained in separate databases across the University and its colleges.

It is an exciting move for us on many levels: we hope that DARS will make it much easier for you to update your details and preferences for all parts of the University with which you wish to have contact. The long-term aim of this initiative is to improve mutual understanding, by enhancing the quality of our communications and developing a better appreciation of our relationship with you. It will improve how we store and handle your data, and should save on administrative costs.

DARS is already in use by the University Development and Alumni offices, and many colleges, faculties, departments, international offices, alumni societies, and sports and other groups associated with the University.

Your contact information, course details and other information, if held by the University's central offices, are already on DARS. We hope you will be happy for us to merge your data held elsewhere into the new system, but you may opt out at any time by contacting the Hertford Development Office. You may also specify mailing preferences for the college and the University, and shortly after the database comes into live use at Hertford, you will be able to log into a web portal to update your own details and mailing preferences online. For past and present members of Hertford, we and any other colleges with which you have affiliations will still be your primary contact within the collegiate University (if you wish us to be). Your data will continue to be held securely; for full details, please see the enclosed Data Protection Statement.

We will assume unless we hear back from you by 30 October 2015 that you are happy for us to stay in touch and the data we already hold can be transferred. 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, please contact our Development team.

Please note that once the migration is complete, DARS will be the only database used by the Hertford Development Office, and will be the system we use for contacting you, booking you in for gaudies and other events, and processing your donations.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Julia Thaxton'. The signature is written in a cursive style with a large initial 'J'.

**Julia Thaxton**  
Director of Development