

# DU Alumni Owned Business Directory Policies

**Disclaimer:** Business names listed are provided strictly as a courtesy service. Under no circumstances does the inclusion of any business represent an endorsement by the University. It is important to note that listings may not be regularly screened for accuracy of information or quality of the amenities offered. The Alumni Association reserves the right to exclude or immediately remove any business listing that, while meeting basic eligibility, operates in a manner that conflicts with the mission, values, or legal standing of Davenport University.

## 1. Eligibility Criteria

### 1.1 Definition of Alumni Owner

To be eligible for inclusion, the applicant must:

1. Be a verified Davenport University alumnus (defined as having obtained a degree, certificate, or a minimum of 120 credit hours).
2. 51% or greater ownership of the business; OR
3. Serving as the founder with an active, primary executive role in the business.

### 1.2 Eligible Business Types

The business must be:

1. Legally registered and operational in its primary jurisdiction.
2. In compliance with all applicable federal, state, and local laws where it operates.
3. Change in Ownership (Non-Alumnus): The business listing is contingent upon the continued primary ownership by the alumnus. If the alumnus sells their controlling interest to a non-alumnus, the business immediately becomes ineligible. The listed alumnus must notify the Alumni Association within 30 days of this change.

## 2. Exclusionary Criteria and Removal Procedures

### 2.1 Prohibited Business Categories

1. Federally Illegal Activities: Businesses engaged in activities that are federally illegal in the United States or illegal in the jurisdiction where Davenport University is located.
2. Questionable Compensation Structures: Businesses whose primary revenue model is defined by the FTC as a Multi-Level Marketing (MLM) structure that exhibits characteristics of a pyramid scheme (i.e., profits primarily derived from recruitment rather than product sales).

3. Unethical/Harmful Content: Businesses dealing in adult content, promotion of violence/illegal weapons, or engaging in fraudulent activity or deceptive trade practices.
4. Content-Based Enterprises: Businesses whose primary offering is intellectual or creative property (such as books, art, or media) may be excluded if the content is deemed by the University to be:
  - a. Lacking adequate editorial, academic, or professional rigor.
  - b. In direct conflict with the academic integrity, mission, or educational objectives of Davenport University.
  - c. Violative of existing University policy on harassment, conduct, or unlawful discrimination.

## **2.2 Conduct and Non-Discrimination**

1. Businesses that promote or engage in harassment or unlawful discrimination against individuals based on protected statuses align with Davenport University's policies.
2. Businesses whose public operations or owners' conduct is deemed to reflect poorly upon the reputation and values of Davenport University.

## **3. Data Maintenance and Communication**

### **3.1 Annual Verification**

1. All listed businesses must complete an annual verification process by June 30
2. Businesses that fail to respond to three verification attempts will be temporarily archived or removed until verification is completed.

### **3.2 Business Closure**

1. If a listed business confirms it is permanently closed, the information will be updated to the following standard message: "This business has confirmed it is permanently closed and is no longer operating."

### **3.3 Publicity and Promotion**

1. Listing a business in the database is a primary form of promotion offered by the Alumni Association. Due to volume, the Association cannot guarantee additional individual publicity or social media features. Any further promotion is at the sole discretion of the Office of Advancement.

### **3.4 Use of University Brand**

1. Inclusion does not grant the business permission to use the official Davenport University or Panther logos, names, or trademarks on their own materials, website, or marketing without express written consent from the University.

## **4. Legal Disclaimers and Indemnification**

### **4.1 Required Webform Attestation**

1. Attest that the alumnus and their business meet all eligibility criteria.
2. Acknowledge that inclusion does not constitute endorsement, certification, or recommendation by Davenport University.
3. Require the alumnus to agree to indemnify and hold harmless Davenport University, its Alumni Association, and employees from any claims or liabilities arising from the business's operations.

### **4.2 Standard Public Directory Disclaimer**

1. A prominent and easily accessible Disclaimer of Endorsement must be posted on the main directory web page (e.g., in the header, footer, or 'About' section). This text shall explicitly state that the directory is a courtesy for networking and that the products, services, and values of the featured businesses do not necessarily reflect the values or policies of the University.

### **4.3 Social Media and Communication Policy**

1. Any communication (social media post, email, print piece, or article) that features or promotes an alumni business from the Directory must include a concise, clear disclaimer of endorsement and, where technologically feasible, a link back to the full Standard Public Directory Disclaimer (Section 4.2).

## **5. Data Usage and Privacy Policy**

### **5.1 Use of Submitted Data**

Information submitted for the Alumni Business Directory will be used strictly for the following purposes:

1. Directory Inclusion: Listing the publicly provided business details (e.g., name, website, description) within the Directory, accessible to the public or the authenticated alumni community (as determined by the University).

2. Internal Communication: Facilitating non-commercial communication by the Davenport University Alumni Association (e.g., sharing success stories, invitations to alumni events, and annual verification requests).
3. Database Management: Storing contact and ownership details within the University's secure Customer Relationship Management (CRM) and alumni database for internal administrative purposes.

## **5.2 Data Security and Sharing**

1. No Commercial Sharing: The Alumni Association does not sell, rent, or share Directory data (including contact or business details) with external, third-party organizations for commercial purposes.
2. Data Security: All data is stored and handled in compliance with Davenport University's policies regarding confidentiality and data protection.

## **5.3 Privacy and Removal Request**

1. Consent: Submission of a business listing constitutes the alumnus's explicit consent to publish the provided business information in the directory under the terms of this policy.
2. Request for Removal: Alumni may request the removal of their listing at any time, for any reason. A removal request must be submitted via email to [Insert Specific Alumni Email Address, e.g., alumni@davenport.edu].
3. Processing Time: The listing will be removed from the public-facing directory within ten (10) business days of receiving the official request. The original data will be retained in the University's secure archives for record-keeping purposes only.

# **6. Administrative Authority and Review**

## **6.1 Policy Ownership and Enforcement**

1. Authority: The Executive Vice President for Advancement (or their officially designated representative) within Davenport University holds the sole authority to interpret, enforce, and determine compliance with this policy.
2. Final Decision: All decisions regarding business eligibility, listing removal, and policy interpretation are considered final and non-negotiable by the University and the Alumni Association.
3. Staff Protection: Staff responsible for enforcing this policy are directed to follow these guidelines consistently and rely on the written documentation of the exclusionary criteria (Section 2) for all removal decisions.

## **6.2 Policy Review and Amendments**

1. Formal Review: This policy shall be formally reviewed by the Office of Advancement in consultation with University Counsel every two (2) years from the effective date to

ensure continued alignment with University standards, legal compliance, and the community's needs.

2. Amendment Process: Any substantive amendments, additions, or deletions to this policy must be formally approved by the Director of Alumni and Donor Engagement and ratified by the University Legal Department before implementation.

## **7. Intellectual Property and Use of University Marks**

1. No Right to Use Marks: Inclusion in the Directory does not grant any listed alumnus or business the right to use the official Davenport University name, logos, Panther mascot, shield, seals, or other trademarks (collectively, "University Marks") on their products, website, or marketing materials.
2. Implied Affiliation: Alumni businesses are strictly prohibited from using University Marks in any way that implies the business is officially sponsored, endorsed, or affiliated with the University, other than stating the owner is an alumnus (e.g., "Owned by a Davenport Alumnus").
3. Directory Content Use: The content, design, and data comprising the Alumni Business Directory are the exclusive intellectual property of Davenport University. Businesses are prohibited from scraping, reproducing, or using the data for any purpose other than individual, non-commercial networking.
4. Infringement: Any unauthorized use of University Marks will result in the immediate removal of the business from the Directory and may subject the alumnus to further action by the University's Legal Department.