What is REACH?
REACH is a database tool used by Jewish Life at Duke to track student information.

What type of information is tracked in REACH?
REACH is used to store event attendance, campus involvement, interests, and basic personal information including first and last name, e-mail address and class year.

Why is tracking this information needed?
By tracking student interests, attendance at events and campus involvement, the staff is better equipped to meet the needs of the student population and provide access to relevant opportunities.

Who has access to REACH?
Jewish Life at Duke staff are the only individuals with the ability to access student information about Duke students. The REACH team has access to information in order to provide technical support.

How long is information stored in the REACH system?
Information is maintained as long as it is deemed relevant. While on campus and after graduation, REACH allows for staff to connect people with similar interests.

Can I opt-out of my information being stored in REACH?
Yes. To be removed from the REACH database, e-mail Jewish Life at Duke.