

## LFS Communications Privacy Policy

### 1. Introduction

This policy is to explain when, why and how we collect personal information about you (“you”, “your”), in the context of communications sent out by the London Film School (“LFS”, “we”, “our”, “us”). We aim to be clear about data collection, storage, usage and your rights and to assure you that we would not use your data in a way you would not want or expect us to.

### 2. Scope

This policy covers different types of communication sent out by us, normally via email; more specifically:

- a) LFS newsletter
- b) LFS workshops newsletter
- c) LFS festivals digest
- d) LFS events
- e) Fundraising
- f) Any personal communication pertaining to any films created during your studies and related queries received by third parties (e.g. exhibition and distribution)

Items a), b), d), and e) are available to anyone, including the general public; items c) and f) are only available to current LFS students and recent graduates (up to two years after course completion).

When not referred to individually, the items listed above will be referred to collectively as ‘LFS communications’.

### 3. Purpose of Data Collection and Processing

#### 3.1. What do we use your data for?

The main purpose of collecting data for LFS communications is for us to stay in touch with you, to tell you about achievements of students, alumni, staff and others associated with LFS as well as LFS’s latest developments and to provide opportunities for alumni and others to support the school.

We may use the information you provide to communicate with you for marketing, promotional, reporting and fundraising purposes, including:

- a) Promoting LFS and its work;
- b) Promoting alumni, their work and achievements;
- c) Promoting the relationship between LFS and its alumni, supporters and partners;
- d) Collecting data for statistical purposes (data will be anonymised before statistics are published or submitted to third parties);
- e) Student recruitment activities;
- f) LFS-related fundraising initiatives;
- g) Distribution of LFS newsletters and other communications;
- h) Inviting alumni, supporters and partners to LFS events;
- i) Promoting available opportunities (e.g. mentoring, jobs, volunteering, etc.);
- j) Supporting students and recent graduates with festival submissions.

#### 3.2. Who has access to your data and how is it shared?

Access to your data is limited to LFS employees and only for the purposes outlined in section 3.1. LFS does not sell your data to third parties. LFS also does not share your data with third parties for marketing purposes.

Your data is, however, stored in a third party system that allows us to send out our communications.

## 4. What data do we hold, how do we collect it and where do we store it?

### 4.1. Data Collected by LFS

If you would like us to communicate with you about any or all of the items listed in section 2 we will ask you to provide some basic information needed for us to include you in any communications. This information is normally collected via an online form available on our website or linked to in our communications.

Information we collect includes:

- a) Your email address
- b) Confirmation of the types of communication you would like to receive

To better tailor some of our communications towards you and your interests, we may also ask you to provide some additional information. Providing this additional information is optional and if provided, it will be used together with the required information by the marketing automation platform ("platform") used by us to distribute communications.

If you are a student or recent graduates wishing to sign up for the LFS festival digest, you will also have your LFS course number added to the platform. This is to ensure that the LFS festival digest is only sent to current LFS students and recent graduates (up to two years after course completion).

### 4.2. Data Collected by Third Parties

We use a platform to send LFS communications to recipients. In addition to the information collected by us directly via the sign-up form, the platform itself collects additional information both directly and indirectly.

This includes, but is not limited to:

- a) Contact language
- b) Location
- c) Favourite email client
- d) Preferred email format

Further, the platform also provides us with information about any emails sent to you, including whether it was opened or if any links were clicked.

### 4.3. Data Storage

Data about anyone who signed up for an LFS communications as per section 2 of this policy is stored in the platform used by us to send out communications. Access to this platform is secure and restricted to LFS staff who require it to perform their duties.

Some of these databases and systems used are provided and hosted by a third-party provider who will publish their own privacy policies.

LFS is committed to reviewing privacy and data protection policies of providers of third-party systems on a regular basis.

Portable data storage devices (including, but not limited to USB flash drives, magnetic tapes and optical discs) are not used to store, process or transfer personal information, but may be used to store and transfer other types of data.

## 5. Data Retention

We will retain and continue to process any of the data you provide until you withdraw your consent either by clicking the link in any one of our communications or by emailing [my.data@lfs.org.uk](mailto:my.data@lfs.org.uk).

We will delete records of anyone who has unsubscribed from all of our communications on a monthly basis unless you exercise your right to erasure (see section 8.1).

## 6. Updating Your Data

It is important to us that we always hold the most-up-date information about you. To update your data held on the platform, please use the link included in each of our communications or email [my.data@lfs.org.uk](mailto:my.data@lfs.org.uk).

Requests received via email are normally processed within one month.

## 7. How do we contact you?

Our communications are normally by email and most communications are only sent out via email. If, however, you have provided your phone number (mobile or landline), we may also contact you by phone. If you have provided an address, we may also contact you by post.

If you use public social media profiles and have provided the details, we may also contact you via social media.

If you prefer not to receive some types or any communications from us, you can opt out by emailing [my.data@lfs.org.uk](mailto:my.data@lfs.org.uk) or by updating your preferences using the link provided in any of our communications.

## 8. Your Rights

### 8.1. Right to Erasure

You have the right to ask us to stop processing your personal data and send you communications. If you choose to exercise this right, we will normally delete your personal data from our system.

If, however, one of our other privacy policies or notices also applies to you, we may have reasons to retain some of your personal information even after receiving a right to erasure request.

If that is the case, we will retain your information as per the relevant policy, but not send you any more communications.

To exercise your right to erasure, we suggest that you send us an email at [my.data@lfs.org.uk](mailto:my.data@lfs.org.uk). You may also make your request verbally by contacting a member of the Management Team who will confirm your request in writing and pass on your request to relevant members of staff.

Your request will be processed with one month and after having received and processed your request, we will no longer contact you by email, phone or post or any other means.

### 8.2. The right to restrict processing

You have the right to restrict the way in which your data is processed unless we also process your data under 'performance of a contract' in line with one of our other privacy policies.

To exercise your right to restrict processing, we suggest that you send us an email at [my.data@lfs.org.uk](mailto:my.data@lfs.org.uk). You may also make your request verbally by contacting a member of the Management Team who will confirm your request in writing and pass on your request to relevant members of staff.

Your request will be processed with one month.

### 8.3. The right to object

You have the right to object to your data being used for purposes of scientific/historical research and statistics.

Anyone wishing to exercise their right to request should email [my.data@lfs.org.uk](mailto:my.data@lfs.org.uk).

### 8.4. Rights in relation to automated decision making and profiling

The information you provide will be used to ensure you only receive the communications you signed up for (see section 2). This is an automated process based on the data you provided when you signed up to one or all of our communications.

If you provided additional information as per section 4.1, this information may also be used in automated decision making and profiling when we send out targeted communications.

Finally, information collected by the platform (see section 4.2) may also be used in automated decision making and profiling when we send out targeted communications.

## 9. Changes to our Privacy Policies

Our privacy policies are reviewed regularly, usually on an annual basis. Updates will be posted on the LFS website.

If we ever make significant changes to the way we process your personal data, we will either clearly highlight this on our website or write to you directly.

## 10. Version Control

Version Number	Changes	Author, Title	Date
0.1	-	Philip Range, Academic Registrar	10/05/2018
0.2	Comments from Veronique Fricke, Head of Marketing and Student Recruitment, and Dan Lawson, Acting COO added	Philip Range, Academic Registrar	11/05/2018
1.0	Approved by Management Team	-	14/05/2018