

LFS Alumni, Supporters and Partners Privacy Policy

1. Introduction

This policy is to explain when and the London Film School (“LFS”, “we”, “our”, “us”) collects personal information about alumni, supporters and partners (“you”, “your”) and how it is processed. 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.

Data collection, storage, retention and related matters specifically pertaining to your student record (e.g. grades, final award, etc.) is covered in the LFS Student Privacy Policy.

2. Purpose of Data Collection and Processing

2.1. What do we use your data for?

The main purpose of collecting data from you is to enable you to stay in touch with LFS, for us tell you about achievements of students, alumni and staff, 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 the relationship between LFS and its alumni, supporters and partners;
- b) Promoting alumni, their work and achievements;
- c) Collecting data for statistical purposes (data will be anonymised before statistics are published or submitted to third parties);
- d) Student recruitment activities;
- e) LFS-related fundraising initiatives;
- f) Distribution of LFS newsletters and other mailings;
- g) Inviting alumni, supporters and partners to LFS events;
- h) Promoting available opportunities (e.g. mentoring, jobs, volunteering, etc.)

2.2. 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 2.1. LFS does not share or sell data of alumni, supporters or partners to third parties. LFS also does not share your data with third parties for marketing purposes.

In some cases, your personal data will need to be shared with a third party (for example of you are or were in receipt of a bursary or scholarship from a third party). Where this is the case, we will ensure this communicated to you in advance.

2.3. Sharing Your Data for the Purposes of Film Festivals

If you are a recent graduate, we support you with the submission of your films into various festivals around the world.

Before we can submit films on your behalf, we will need your consent to share some of your personal information with the festival organisers.

This normally includes:

- a) Your full name;
- b) Email address;
- c) Mobile number;
- d) Date of birth;

- e) Gender;
- f) Nationality;
- g) Disability.

What personal information is shared with the festival depends on the nature of the festivals and we only ever share this information after seeking your consent.

Unless we have received your written consent, we will not be submitting any films on your behalf.

Consent is sought on a festival-by-festival basis.

You may withdraw your consent by emailing my.data@lfs.org.uk and we will endeavour to comply with your request wherever possible.

If, however, your personal data has already been shared with a festival after having received your consent, we may not be able to process your request.

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

3.1. Data Held by LFS about Alumni

We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as it is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

At the point of graduation, the following data held about students is converted to alumni data and stored in our database:

- a) Full name
- b) Date of birth
- c) Email addresses (both LFS and non-LFS)
- d) Phone numbers (mobile and landline)
- e) Addresses
- f) Degree-related information, including film credits
- g) Internal record keeping, including the management of any feedback or complaints
- h) Outcomes of bursary or scholarship applications
- i) Educational loan information
- j) Any information provided at the point of application, the processing of your application and related processes (including, but not limited to loan or bursary applications and Tier 4 visas).

Towards the end of your studies, LFS will contact you to seek your consent for receiving communications from LFS for any purposes outlined in section 2.1 after you complete your studies.

We will ask for your consent to add you to any LFS Facebook group and send you 'follow requests' on social media.

You have the right to ask us to communicate with you only by email, telephone or post (see section 6).

Beyond our data collection to ensure we fulfil our statutory obligations, you have the right to specify what you like us to communicate with you about, 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)

Your preference (both type of communication and content) will be recorded in our database and affect how and what we communicate.

To change your preferences or update your details, please email my.data@lfs.org.uk.

See section 7.1 for information on how to be removed from our database(s).

3.2. Data Held by LFS about Supporters and Partners

Data collected about supporters and partners normally includes:

- a) Your full name
- b) Your email address
- c) Your phone number (mobile and/or landline)
- d) Your address
- e) Details about your relationship with LFS, including donation history
- f) Non-LFS donation history, if publicly available

You have the right to ask us to communicate with you only by email, telephone or post (see section 6).

Beyond our data collection to ensure we fulfil our statutory obligations, you have the right to specify what you like us to communicate with you about, more specifically:

- a) LFS newsletter
- b) LFS workshops newsletter
- c) LFS events
- d) Fundraising

Your preference (both type of communication and content) will be recorded in our database and affect how and what we communicate.

To change your preferences or update your details, please email my.data@lfs.org.uk.

See section 7.1 for information on to be removed from our database(s).

3.3. How Do We Collect Data?

3.3.1. Alumni

As outlined in section 3.1, at the point of graduation, student data is converted to alumni data and stored in our database.

Additional information will only be stored in our database(s) with your written consent which you may withdraw at any time (see section 7).

3.3.2. Supporters and Partners

Data about supporters and partners is collected when you contact us by phone, email, post or via our website and stored in our database(s).

Further, we use a number of different sources to aid us in our fundraising activities. This includes newspaper websites and archives, housing market websites and the electoral roll as well as official websites of companies, charities and other arts organisations. In addition to general use of the internet we also make use of company, director and shareholder information from publicly available, officially registered information providers. These organisations include Onesource, Lexis Nexis, Wealthmonitor, 192.com and Trustfunding.

For more information on your rights, including how we process your data, please see section 7.

3.4. Data Storage

Data about alumni, supporters and partners is stored in various databases and systems used by LFS to conduct its business. Access to those databases 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.

Some of our records pertaining to former students' film exercises are kept as hard copies. This is limited to historic records and no new hard copy records are added to the archives. Historic records are stored in lockable storage cupboards. Access is restricted to relevant staff and secure storage of these records is solely and entirely the responsibility of library staff.

4. Data Retention

4.1. Alumni

Student data converted to alumni data as outlined in section 3.1 and held by LFS is reviewed at the end of the academic year that follows the academic year in which you completed your course.

Unless there are statutory or legal reasons for us to retain all your data beyond this point, data listed under item j) in section 3.1 will be deleted at this point.

You may request that we delete some of all of the data listed under item j) in section 3.1 earlier by exercising your right to erasure (see section 7.1).

Items a) to g) will be held by LFS in perpetuity unless you exercise your right to erasure.

Items h) and i) will be held will be retained for up to six years as they form part of the financial records.

Hard copies of historic records pertaining to former students' film exercises are retained by LFS for the purpose of archiving unless former students exercise their right to erasure (see section 7.1).

4.2. Alumni, Supporters and Partners

Any other data provided by alumni, supporters and partners is held by LFS in perpetuity or until consent is withdrawn or a request for erasure is received (see section 7.1).

5. Updating Your Data

It is important to us that we always hold the most-up-date information about you. To update your data held by LFS, please email my.data@lfs.org.uk.

Once a request has been received, it is normally processed within one month.

6. 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. In some cases, including the posting of LFS Diplomas, we will contact you by post.

If you use public social media profiles, 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.

7. Your Rights

7.1. Right to Erasure

You have the right to ask us to stop processing your personal data. If you choose to exercise this right, we will delete most of your personal data held by LFS.

We will, however, retain some basic information, more specifically:

- a) Your name, including any previous name(s) (if applicable);
- b) Name of programme studied;
- c) Module results;
- d) Outcome/final award (if applicable);
- e) Date of award (if applicable);
- f) Film credits;
- g) Any donations made (if applicable);

Any data that remains on our database(s) can only be accessed by Registry for administrative or statistical (anonymous) purposes with the exception of items a), b), and f) which are also available to library and archives staff. Please refer to section 7.3 if you do not want your data to be used for statistical purposes.

Historic records kept by the library (see section 3.4) will be deleted as part of any 'right to erasure' requests unless they are required to establish, exercise or defend legal claims.

Any records pertaining to your finances, with the exception of information obtained in the context of Tier 4 visas, will be retained for up to six years.

To exercise your right to erasure, we suggest that you send us an email at 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.

7.2. The right to restrict processing

You have the right to restrict the way in which your data is processed as long as the processing falls outside the performance of a contract.

To exercise your right to restrict processing, we suggest that you send us an email at 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.

7.3. The right to object

Alumni, supporters and partners have the right to object to their 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.

7.4. Rights in relation to automated decision making and profiling

LFS does not use automated decision making or profiling in the context of alumni, supporters and partners.

8. 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.

9. Version Control

Version Number	Changes	Author, Title	Date
0.1	-	Philip Ramge, Academic Registrar	04/04/2018
0.2	Policy renamed to include 'partners'; Comments from Caroline McCormick, Alex Nuttall, and Veronique Fricke added	Philip Ramge, Academic Registrar	12/04/2018
0.3	Comments from staff consultation, including of introduction of additional paragraphs; other amendments following feedback on other, related privacy policies	Philip Ramge, Academic Registrar	01/05/2018
0.4	Section on 'Data Storage' expanded to include storage of hard copies; related updates to section on 'Data Retention' and 'Right to Erasure'	Philip Ramge, Academic Registrar	02/05/2018
0.5	Comments added from Ginette Harrold, Film Archive Manager and GDPR Working Group	Philip Ramge, Academic Registrar	03/05/2018
1.0	Approved by Management Team	-	08/05/2018

Addendum: Ensuring Compliance with the General Data Protection Regulation (GDPR)

This addendum is only valid from the time of approval of this policy until 24th May 2018.

In an effort to ensure the London Film School is compliant with GDPR by 25th May 2018, LFS will need to ensure any data held is held in compliance with its privacy policy.

1. Purpose

The purpose of this addendum is to ensure anyone involved with LFS is aware of how we are going to ensure GDPR compliance and what steps will be taking ahead of 25th May 2018.

During this exercise, LFS aims to confirm the following:

- a) Whether an alumni, supporter or partner currently in its database(s) would like to exercise any of their individual rights;
- b) Whether an alumni, supporter or partner currently in its database(s) wishes to continue to receive communications from LFS and the details of the communications (see sections 2.1, 3.1, 3.2, 4, and 6 of this policy).

2. Updating LFS Databases and Systems

As responses are received and alumni or supporters confirm how they would like to proceed with their data, LFS will update its database(s) and systems as follows:

- a) If requested, personal information held about alumni, supporter or partner will be updated;
- b) If requested, personal information held about alumni, supporter or partner will be removed;
- c) Databases will be updated to ensure communications are restricted to the nature of communications specified by the alumni, supporter or partner (see section 3.1 and 3.2);
- d) Databases will be updated to ensure communications are restricted to the nature of communications specified by the alumni, supporter or partner (see section 3.1 and 3.2);
- e) Databases will be updated to ensure communications are restricted to the type(s) of communications specified by the alumni, supporter or partner (see section 3.1, 3.2 and 6).

In cases where no response is received by 24th May 2018, LFS will proceed as follows:

LFS will delete most data held about the alumni, supporter or partner, but retain some basic information, more specifically:

- a) Your name, including any previous name(s) (if applicable)
- b) Name of programme studied
- c) Outcome/final award (if applicable)
- d) Date of award (if applicable)
- e) Any donations made (if applicable)

Any data that remains on our database(s) can only be accessed by Registry for administrative or statistical (anonymous) purposes. Please refer to section 7.3 if you do not want your data to be used for statistical purposes.

After having received and processed your request, we will no longer contact you by email, phone or post. Alumni, supporters or partners who wish to receive communications again at a later stage can submit a request via the LFS website.