

LFA Applicants Privacy Policy/Notice

1. Introduction

This policy is to explain when, why and how London Film Academy (“LFA”, “we”, “our”, “us”) collects personal information from applicants (you/your”) to all LFA courses.

2. Scope of Policy

This policy applies to applicants to LFA courses. We define applicants as being those who have submitted necessary information to enrol onto a course, but have not yet commenced studies.

3. Data we hold about you

The only personal data that we hold about you is personal data that you have provided to us.

For detailed information about the form of data submitted pertaining to each course, please consult the LFA Admissions Handbook. For our courses, we would look to request some or all of the following information:

- Your name, date of birth, contact information (including email address, mobile and phone number, Skype user ID, home address, residence address, correspondence address, next of kin contact details and address, emergency contact details, nationality, country of birth, country of permanent residence, UK immigration history and requirements, criminal convictions. We will also ask you to upload 2 x passport photos .
- Course applied for, start date and admission decisions as well as information on how you intend to pay your fees, including bursary, scholarship or (government) loan applications;
- Personal statement and examples of your previous work; details about proficiency in English, education history, including predicted and actual results and qualifications awarded.
- CV or resume
- Information about two referees.
- Data about you heard about LFA.
- Personal data to enable equal opportunities monitoring. LFA is committed to creating and maintaining a diverse, positive and supportive environment for its students. In order to monitor this, we collect equal opportunities monitoring information at the point of application. Any such information will stay confidential and is kept separate from the application. It is not taken into account when considering candidates for a place at London Film Academy.

In order to assist you with your Tier 4 visa application and to ensure you meet the requirements for a Tier 4 visa, we may request the following personal information from you:

- Evidence of your knowledge of English (typically in the form of evidence of an IELTS);
- Proof of funding to demonstrate that you have sufficient funds to meet the Home Office’s minimum requirement;

Please note: we reserve the right to not issue a CAS to applicants who refuse to share this information with us

4. Why we process your data

The main purposes of collecting data from applicants may be outlined as follows:

- To process applications submitted for any of our courses as per the LFA Admissions Handbook;
- To support you throughout the application process;
- To verify documentation submitted by you as part of the application process;
- To assure, maintain and enhance admissions standards;
- To check international applicants meet the requirements for a Tier 4 visa and ensure LFA meets its responsibilities as a Tier 4 sponsor;
- To administer your finances, including, but not limited to tuition fees, bursaries and scholarships;
- To administer bursary and scholarship applications.

We may also use this data to promote information on LFA courses or events. We may also collate this information for reporting and evaluation purposes.

5. People with whom we share your information

Access to your data is generally limited to LFA employees and only for the purposes outlined in section 4. LFA does not sell your data to third parties.



Personal data held by LFA concerning Tier 4 applicants will be shared with the Home Office (UK Visas and Immigration) if required to process a Confirmation of Acceptance for Studies (CAS). The UK Home Office reserves the right to request information on Tier 4 applicants and LFA will typically comply with these requests. If your application has involved communication with an agent, we will not discuss your application with agents unless you have given permission for us to do so. We may contact you via email or phone to confirm your consent. During the application process, you will be asked to pay the application and/or course fee. This payment is processed via a third-party provider who, in return, will also ask you for personal information. The personal information we receive from the provider about you is limited to your email address and, if applicable, your verification status with the provider.

6. Legal basis of processing

The legal grounds on which we process your personal data are as follows:

- Where the processing is necessary for us to perform a contract that you are party to, or to take steps at your request prior to entering a contract, that is the ground on which we are processing that data;
- Where the processing is necessary for compliance with a legal obligation to which we are subject, that is the ground on which we are processing that data;
- Where processing is necessary for the purposes of our legitimate interests, that is the ground on which we are processing that data, provided that your fundamental rights and freedoms which require protection of your data override those legitimate interests (our legitimate interests comprise furthering the aims and objectives of LFA);
- If you have given your consent to our processing the data, that is the basis on which we are processing that data.

If more than one of the above grounds apply to the processing of data in question, the applicable ground will be the one that is set out first above.

Where the basis on which we process data is that you have consented to the processing, you are entitled to withdraw that consent at any time.

7. Means of Collecting & Storing Data

Data about any applicant as per section 2 of this policy is stored within our internal LFA database. Access to this platform is secure and restricted to LFA staff. This database is provided and hosted by a third-party provider who will publish their own privacy policies. LFA is committed to reviewing privacy and data protection policies of providers of third-party systems on a regular basis.

8. How long we will keep your data

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 marketing@londonfilmacademy.com. 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 11). Further details of LFA's wider data retention policies can be accessed via our LFA website.

9. Methods of Communication

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. You can opt out of all communications via emailing marketing@londonfilmacademy.com

10. Updating Your Data

It is important to us that we always hold the most-up-date information about you. To update your data that we hold, please use the link included in each of our communications or email marketing@londonfilmacademy.com.

11. Your Rights

You have various rights under Data Protection legislation. These include:

- The right to ask us not to process your personal data for direct marketing purposes, even if you have given consent;



- If our processing is based on your consent, the right to withdraw any consent you may have given for our processing of your data – if you exercise this right, we will be required to stop such processing if consent is the sole lawful ground on which we are processing that data;
- The right to ask us for access to the data we hold about you;
- The right to ask us to rectify any data that we hold about you that is inaccurate or incomplete;
- The right to ask us to delete your data in certain circumstances;
- The right to ask us to restrict our processing of your data in certain circumstances;
- The right to object to our processing of your data in certain circumstances;
- In certain circumstances, the right to require us to give you the data we hold about you in a structured, commonly used and machine-readable format so that you can provide the data to another data controller.

You can exercise any of the rights set out above, free of charge, by using any applicable methods set out in our communications with you, or by contacting us by emailing marketing@londonfilmacademy.com. In respect of most of the rights referred to above, your right may be qualified by Data Protection legislation, for example where our processing of data is for the purposes of the establishment, exercise or defence of legal claims. We may therefore not be able or required to fulfil your request, but we will discuss this with you following your request if necessary. Also, we may need more information from you, which we will ask you for following your request. We may ask you to provide further information in order to confirm your identity. Please also note that if you submit unfounded or excessive (for example repetitive) requests to exercise any of these rights, we reserve the right to make a reasonable charge for providing the requested information or taking the requested action, or to decline your request.

12. Complaints

You also have the right to lodge a complaint with the Information Commissioner's Office (www.ico.org.uk) if you are concerned that we are not respecting your rights under Data Protection legislation. The Information Commissioner's Office is the authority in the UK which is responsible for overseeing the application of, and enforcing, Data Protection legislation.

13. Changes to our Privacy Policies

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

14. Version Update

Version Authored October 2018 by Vice Principal. Moderated by Joint Principal

15. Controller's Contact Details

Any enquiries about this policy can be directed to:

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