

LFA Alumni & Stakeholders Privacy Policy/Notice

1. Introduction

This Privacy Policy explains the basis on which London Film Academy (“LFA”, “we”, “our”, “us”) will collect and process personal information from its alumni and other stakeholders. (you/your”).

2. Scope of Policy

This policy applies to alumni of the school, stakeholders and other partners who may have shared personal information with the school in a professional context. For graduates or alumni concerned with data relating to assessment records, please consult the LFA Student Privacy Policy.

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 alumni, LFA will typically receive and store the following information:

- Full name
- Date of birth
- Email address
- Phone number
- Addresses
- Course-related information, including film credits
- Internal record keeping, including the management of any feedback or complaints
- 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).

For supporters and partners of LFA, we will typically hold the following information:

- Full name
- Home address
- Phone or mobile number & email address

4. Why we process your data

LFA requires to store and monitor data of its alumni & stakeholders in order to enable you to stay in touch with LFA, for us to tell you about achievements of students, alumni and staff, LFA’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:

- Promoting the relationship between LFA and its alumni, supporters and partners;
- Promoting alumni, their work and achievements;
- Collecting data for statistical purposes
- Student recruitment activities;
- Distribution of LFA newsletters and other mailings, invitations to our Annual Showcase;
- Inviting alumni, supporters and partners to LFA events;
- Promoting available opportunities (e.g. mentoring, jobs, volunteering, etc.)

5. People with whom we share your information

Access to your data is limited to LFA employees and only for the purposes outlined in section 4. LFA does not sell your data to third parties. If you are a recent graduate, LFA retains the copyright to work (films or scripts) produced while on the course. As such LFA may retain and share your details through entries to film festivals or competitions.

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

7.1. Data Collected by LFA

The information outlined in 3 is stored in LFA's internal database. This can only be accessed by LFA staff. Additional information on alumni may be recorded in student or production files which are securely managed by LFA staff, archived and destroyed in accordance with LFA's records retention policy.

7.2. Data Collected by Third Parties

Some of these databases and systems used are 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:

Simon Flynn, Vice Principal
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