

LFA Prospective Students 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 prospective students or enquirers (you/your”).

2. Scope of Policy

This policy applies to prospective students for all LFA courses as well as any individual that submits personal data whilst entering an enquiry.

3. Data we hold about you

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

When potential students or enquirers request further information from us we will typically retain email contact details via our website or telephone conversation. This information is normally collected via an online form available on our website or linked to in our communications. We do not collect personal information about enquirers or prospective students from a third party. We may collect or, in the process of responding to your enquiry ask for the following types of data:

- Your name, contact information (including email address, mobile and phone number, Skype user ID, home address, residence address, correspondence address, nationality, country of birth, country of permanent residence, UK immigration history and requirements, criminal convictions.
- Programme interest and intended start date.
- How you intend to fund the programme you are enquiring.

Finally, additional data may be collected and stored by providers of third party applications used by LFA, including the provider of the online form, our CRM and support desk software.

4. Why we process your data

The main purpose of collecting data from prospective students and enquirers is to allow us to respond to requests and enquiries directly. 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 limited to LFA employees and only for the purposes outlined in section 4. LFA does not sell your data to third parties.

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

Data about any prospective student or enquirer 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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