

LFA Privacy Notice - Communication

1. Introduction

This Privacy Notice explains the basis on which London Film Academy (“LFA”, “we”, “our”, “us”) will collect and process personal information from individuals who have signed up to our mailing lists (“you/your”).

As stated in section 9 below, you have the right to object to the use of your data for direct marketing, and (in certain circumstances) to the processing of your data on the basis of LFA’s legitimate interests.

2. Scope of Notice

This notice applies to any person who engage with LFA via types of communication sent out by us, typically email. More specifically, this typically refers to: a) LFA newsletter; b) LFA Filmmakers Club newsletter; c) information on LFA Annual Showcase; d) information relating to LFA courses. These items are available to anyone including the general public; and when not referred to individually, will be referred to collectively as ‘LFA communications’.

3. Data we hold about you

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

We would look to request, and or hold, some or all of the following information:

- Your name;
- Your contact information (including email address, mobile and phone number, correspondence address)
- Confirmation of the types of communications you would like to receive;
- Your area/s of interest, to enable the tailoring of topics for communications sent.

We use a platform to send LFA communications to recipients. In addition to the information collected by us directly, the platform itself collects additional information both directly and indirectly. This includes, but is not limited to:

- Contact language
- Location
- Favourite email client
- 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. Why we process your data

4.1. What do we use your personal data for?

We will process the personal data that we hold about you for the following purposes:

- To stay in touch with you to share information concerning the achievements of students, staff and alumni;
- To update you on LFA’s latest development and events and to provide opportunities for alumni and others to support the school;
- To promote information on LFA courses or events, or other marketing activities, including promotional, reporting and fundraising purposes.

4.2. 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 don't 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.

5. People with whom we share your information

5.1. Who has access to your data?

Access to your data is generally limited to LFA employees and only for the purposes outlined in section 4.

5.2. How is it shared?

LFA does not sell your data to third parties. LFA will only share your personal data with third parties if this is necessary for the provision of our services and to comply with any legal obligation.

6. Means of storing data

Your personal data is stored within our internal LFA database provided and hosted by a third-party provider. Access to this platform is secure and restricted to LFA staff. LFA enter into a data processing agreement with the provider that process your data on our behalf in order to ensure the same level of security and confidentiality of your data. LFA is committed to reviewing privacy and data protection policies of providers of third-party systems on a regular basis.

Data about anyone who signed up for LFA communications as per section 2 of this notice is stored in the platform used by us to send out communications and within our internal LFA database. Access to this platform is secure and restricted to LFA staff. Both 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.

7. 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. LFA will take all reasonable steps to destroy, or erase from our systems, all personal data which are no longer required.

8. Methods of communication

8.1 How we will 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.

It is important to us that we always hold the most up-to-date information about you. To update your data that we hold, email privacypolicy@londonfilmacademy.com.

8.2 Marketing communication

We will only send marketing communications to you where you have consented to receive them, or we are otherwise permitted by law to do so.

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



9. 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 privacypolicy@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.

10. Complaints

You also have the right to lodge a complaint with the Information Commissioner's Office 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. We would prefer that you contact us first with any concerns, so that we have the opportunity to address your concern directly.

<https://ico.org.uk/make-a-complaint/data-protection-complaints/data-protection-complaints/>

11. Changes to our Privacy Notices

Our privacy notices 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.

12. Version update

Updated September 2024.

13. Controller's contact details

Any enquiries about this notice can be directed to:

Data Controller
London Film Academy
52a Walham Grove
London SW6 1QR

privacypolicy@londonfilmacademy.com

+44 (0) 207 386 7711

