

Prospect and Enquirer Privacy Notice

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Approved by	Chief People & Legal Officer
Published on	LSBU website, Under About Us, Policies and Procedures tab. For latest version, go to: https://www.lsbu.ac.uk/about-us/policies-regulations-procedures

This Notice is available in accessible formats on request from the Data Protection team. Please contact: dpa@lsbu.ac.uk

1. Purpose of this Notice

London South Bank University (LSBU, We, our, us) is registered as a data controller with the Information Commissioner's Office, our data controller registration is Z6533032 and our registration can be viewed at <https://ico.org.uk/about-the-ico/what-we-do/register-of-data-controllers/>

This Privacy Notice explains how we will process your personal data when you enquire about our courses or express an interest in the services offered at LSBU. Whilst engaging with LSBU you may be presented with separate Privacy Notices in relation to specific services or activities LSBU provides, such as Open Days. These should be read in conjunction with this document.

Amendments may be made to this Privacy Notice. However, the current version of this Privacy Notice can always be found at https://www.lsbu.ac.uk/_data/assets/pdf_file/0008/95642/data-protection-notice.pdf.

Details of how the University complies with Data Protection Law UK General Data Protection Regulation ('UK GDPR') (as implemented by the Data Protection Act 2018), and the EU General Data Protection Regulation 2016/679, and other applicable law about the processing of personal data and privacy) are set out in the Data Protection Policy which is available at https://www.lsbu.ac.uk/_data/assets/pdf_file/0004/11686/university-data-protection-policy.pdf.

"Personal data" refers to information relating to you, for example your name, date of birth or email address. It can also include "special category" data, which includes information about your racial or ethnic origin, religious or other beliefs, and physical or mental health, the processing of which is subject to strict requirements.

"Processing" means any operation which we carry out on your personal data e.g., obtaining, storing, transferring, deleting.

2. Your personal data

Categories of personal data we may hold for you include:

- Personal and contact details such as name, date of birth, email, postal address gender.
- Information about your subject of interest or course you have applied for – e.g. ‘Accounting’ or ‘BA Accounting and Finance’.
- Communications, engagements and interactions between LSBU and you in relation to outreach, recruitment and marketing activities.
- Information about your communications, engagements and interactions with LSBU – e.g. when you viewed an email, when we sent you a prospectus, that you attended an event, interacted with us on social media, clicked on a digital advert or when your account was created.
- We may also hold information collected from publicly available sources, such as social network posts, internet searches and websites, and may use this to augment the personal data you provide to us.

3. Purpose and legal basis for processing your data

We only process data for specified purposes and if it is justified in accordance with Data Protection Law. In general terms, we process your personal data for the purposes of enhancing, informing, creating opportunities and offering guidance during the prospective student journey. More specifically, these activities and the legal bases we rely on are:

No.	Purpose	Legal basis
1.	Sending you publications (e.g. magazines, email newsletters). Inviting you to events both on and off campus (e.g. open days, workshops, exhibitions, inductions, mentoring programmes).	Legitimate interests when sending you information related to your requests and enquiries, and when sending publications by post. Consent when sending you other related information through electronic means.

No.	Purpose	Legal basis
	Informing you of benefits available to LSBU students.	
2.	Contacting you via telephone, WhatsApp, email or SMS to support you in your decision making.	<p>Legitimate interests when responding with information related to your requests and enquiries.</p> <p>Consent when contacting you with other related information.</p>
3.	Administering events both on and off campus (e.g. open days, workshops, exhibitions, inductions, mentoring programmes).	Legitimate Interests
4.	Analysis and research in order to improve our understanding of prospective students, both applicants and enquirers.	Legitimate Interests
5.	Internal record-keeping and administration (e.g. to process registrations for events).	Consent
6.	Profiling your account including social media in order to better target our communications to your needs and interests.	Legitimate Interests
7.	Where ask us to, we may process special category information (e.g. disabilities) in order to answer your requests or provide you with support and reasonable adjustments for you to participate in events etc.	Explicit Consent

There may be additional processing to the above, for example, when you access our website which uses cookies. Use of our websites, including our use of cookies, is covered by our website privacy notice: [Website privacy | London South Bank University \(lsbu.ac.uk\)](#) and [Cookie policy | London South Bank University \(lsbu.ac.uk\)](#)

When processing personal data of an enquirer or prospective applicant who is a child under 18 years of age, we will identify the risks and consequences of the processing and put age-appropriate safeguards in place.

4. Automated Processing

Automated individual decision-making means making a decision solely by automated means without any human involvement. Profiling means the processing of personal data to evaluate certain things about an individual. We may use automated or manual analyses including segmentation or profiling to link data together to send you communications which are relevant and timely, to identify opportunities which may be of interest to you and to avoid approaching you with opportunities which are not of interest and provide you with an experience which is appropriate for you.

We will not make any significant decisions about you based solely on automated-decision making.

5. Recipients of personal data

On occasion we may need to share your data internally and with third parties . Details of these are below:

No.	Recipients	Data which we may share with them
1.	Event Providers	Registration details, accessibility and assistance requirements and related information including dietary requirements.

No.	Recipients	Data which we may share with them
2.	LSBU's Data processors e.g., Salesforce, EventBrite We use the services of third-party service providers to help us run LSBU, particularly in relation to our IT systems. Some of these services involve the service provider holding and using your personal data. When we share your information in this way, the service provider is required to keep it secure.	Contact details and course information
3.	Social media platforms, internet providers e.g. LinkedIn, Meta, WhatsApp, Google	Name, phone number, email...
4.	Our international recruitment partners such as QS	Name, email, phone, location

In addition to the above we may also retain and share your anonymised data for statistical and research purposes.

6. Overseas transfers of personal data (i.e., outside the UK or European Economic Area (EEA))

Where possible, we aim to hold personal data relating to students within the UK and the EEA. Where any of your personal data is transferred outside the EEA it will be subject to a legally binding data sharing agreement and we will ensure appropriate safeguards are in place. If you are an international enquirer, we may receive data from and share data with organisations in your home country.

7. Retention of data

The length of time that we keep your personal data for is set out in the Student Records Retention Schedule at

https://www.lsbu.ac.uk/_data/assets/pdf_file/0003/11928/student-records-retention-schedule.pdf.

8. Your rights as a data subject

The UK GDPR gives you certain rights:

- A. The right to be informed – we will inform you if we are using or storing your personal information.
- B. The right of access – you can ask us for a copy of your personal information by making a subject access request.
- C. The right to rectification – if you think the personal information, we hold about you is not right you can ask us to correct it.
- D. The right to erasure – you can ask us to delete your information and, if we are able to, we will do so.
- E. The right to restrict processing – you may want to stop us from using your information for some purposes.
- F. The right to information portability – as well as being able to ask for a copy of your information you can ask for it to be in a format that makes it accessible if you wish to share it with others.
- G. The right to object – If you are concerned about how we are using your information tell us.
- H. Rights in relation to automated decision making and profiling – if you think that we have made a decision about you automatically (by, for example a machine or computer) you can ask for the decision to be reviewed by a living person.

Some of these rights are not absolute. Whilst you can ask for certain things to happen, there may be reasons why we cannot comply. For example, we may have to keep information that you would like deleted for legal reasons. For more detailed information about your individual rights please refer to the Information Commissioners Office.

Exercising your rights, queries and complaints

For more information on your rights, if you wish to exercise any right or for any queries you may have or if you wish to make a complaint, please contact our Data

Protection Officer: Alice Black: London South Bank University, 103 Borough Road,
London, SE1 0AA

Email address: dpa@lsbu.ac.uk

Complaints to the Information Commissioner

You have a right to complain to the Information Commissioner's Office (ICO) about the way in which we process your personal data. You can make a complaint on the ICO's website <https://ico.org.uk/>.