

London College of Marketing
- Privacy Policy

Effective Date: Wednesday 5th March 2025

1. Introduction

London College of Marketing Ltd ("LCM," "we," "our," or "us") respects your privacy and is committed to protecting your **personal data**.

This Privacy Policy explains **how we collect, use, store, and protect your data** when you interact with our services, including university applications, consulting, and student support. It also details your **rights under data protection laws** and how you can exercise them. By using our services, you consent to the practices described in this policy.

2. What is Personal Data?

Under **UK GDPR**, personal data refers to any information that can identify an individual. This includes, but is not limited to:

- **Basic Identifiers** – Name, date of birth, contact details (email, phone, address).
- **Government Identifiers** – Passport details, visa status, student loan applications.
- **Academic & Professional Data** – Educational history, employment background.
- **Financial Data** – Student finance applications, tuition fee payments.
- **Sensitive Data** – Ethnicity, health conditions (only where required).

We only collect and process data necessary to deliver our services effectively.

3. How We Collect Your Information

We primarily obtain data **directly from you** through:

- **Online forms** (e.g., application submissions, contact inquiries).
- **Email or phone communications.**
- **In-person consultations and events.**

We do **not** purchase or collect your data from third-party sources.

4. Our Role in Data Protection

LCM acts as both:

- **A Data Controller** – When we collect data for marketing, recruitment, and service improvement.
- **A Data Processor** – When processing data on behalf of partner universities and financial institutions.

We ensure **full compliance with UK GDPR** in both roles.

5. Legal Basis for Data Processing

LCM processes your data under one or more of the following legal bases:

- **Contractual Obligation** – When data is necessary for university applications or finance assistance.
- **Legitimate Interests** – To enhance our services and communication with students.
- **Consent** – Where required, we will obtain explicit consent before processing sensitive data.
- **Legal Compliance** – Where data must be shared for legal or regulatory requirements.

6. How We Use Your Data

We use your personal data strictly for **legitimate business and educational purposes**, including:

- Processing university applications and securing placements.
- Assisting with visa applications and student finance support.
- Improving our services based on user feedback.
- Ensuring compliance with legal and regulatory obligations.
- Communicating important updates and educational opportunities.

We **do not** use personal data for **automated decision-making** or **unnecessary profiling**.

7. Who We Share Your Data With

We do **not** sell or rent your data. However, we may share your data with:

- **Partner Universities** – To process applications and admissions.
- **Financial Institutions** – If applying for student loans or funding.
- **Regulatory Bodies** – Where legally required, such as visa authorities.

All data sharing is conducted **securely and within legal frameworks**.

8. Data Retention – How Long We Keep Your Data

We retain personal data **only for as long as necessary** for its intended purpose.

□ **Storage Duration:**

- Application-related data: **Up to 7 years** (for regulatory compliance).
- Financial information: **Retained as per financial laws**.
- Contact inquiries: **Deleted after 12 months if no further action is taken**.

After the retention period, data is securely **deleted or anonymised**.

9. Your Data Protection Rights

If you are located in the UK or EEA, you have the following rights under **UK GDPR**:

- **Right to Access** – Request a copy of your personal data.
- **Right to Rectification** – Correct any inaccurate or incomplete information.
- **Right to Erasure ('Right to be Forgotten')** – Request deletion of personal data when no longer needed.
- **Right to Restrict Processing** – Limit how we process your data in certain situations.
- **Right to Data Portability** – Request transfer of your data to another organisation.
- **Right to Object** – Object to certain data processing activities, such as direct marketing.

To exercise any of these rights, please **contact us using the details below**.

10. Data Security Measures

LCM implements strict security measures to protect personal data, including:

- **Encryption & Secure Storage** – All personal data is stored securely with encryption and password protection.
- **Access Control** – Only authorised personnel can access sensitive data.
- **Regular Data Audits** – Ensuring ongoing compliance with **UK GDPR regulations**.
- **Secure Deletion** – Data no longer needed is permanently erased.

We **continuously review and update our security practices** to protect against threats.

For privacy-related concerns or data protection requests, you can contact our email info@lcmlondon.co.uk

We aim to **respond to all requests within 30 days**.

If you have concerns about how we handle your data, please **contact us first**, and we will address your concerns promptly.

By using our services, you acknowledge that you have **read, understood, and agreed** to this Privacy Policy.