

London College of  
Marketing: Terms &  
Conditions

## 1. Introduction

This document outlines the terms and conditions governing the services provided by **London College of Marketing (LCM)** to applicants seeking support for university applications and enrolment. It clarifies key terms used in the application process, details LCM's responsibilities, and addresses data protection policies in accordance with the General Data Protection Regulation (GDPR). By using LCM's services, applicants agree to comply with these terms and conditions.

## 2. Definitions

- **Applicant:** Any individual who contacts LCM through any available communication channel expressing interest in university applications and enrolment.
- **International Applicant:** Any applicant requiring a visa to study in their chosen country.
- **Home Applicant:** An applicant who has permission to reside, work, and study in the selected country.
- **Partner University:** Any university that has an official partnership agreement with LCM.
- **Communication Channels:** Official platforms through which LCM provides information, including its website, social media pages (Facebook, Instagram, LinkedIn), email, and telephone contact with office staff or representatives.
- **Entry Requirements:** The academic and eligibility criteria established by partner universities. LCM does not influence or modify these requirements.
- **Admission Tests:** Assessments required by some partner universities. LCM does not determine test formats, grading systems, or pass/fail criteria.
- **Application Form:** The official document required to initiate the application process. Each partner university may have its own form and data requirements.
- **Identification (ID):** A valid government-issued document confirming the applicant's identity and citizenship.
- **Academic Qualifications:** Official diplomas, certificates, or transcripts verifying an applicant's previous education.
- **Residency Evidence/Visa:** Any document proving the applicant's legal right to live, work, and study in their chosen study location.
- **Resume (CV):** A summary of the applicant's professional and academic background over the past three years.
- **Personal Statement:** A written document describing the applicant's academic interests, achievements, and motivations.
- **Conditional Offer:** A provisional acceptance issued by a partner university, outlining specific requirements the applicant must meet for final admission.

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- **Unconditional Offer:** The final admission offer from a university confirming the applicant's place, course details, tuition fees, study mode, and campus location.
- **UCAS Letter:** Confirmation of Acceptance for Studies (CAS) issued for international students who need to apply for a student visa.
- **Finance Application:** Forms required to secure student funding in applicable countries.

### 3. LCM's Responsibilities

LCM is committed to providing accurate guidance and application support. However, LCM does not guarantee university admission, visa approvals, or financial aid approvals.

LCM will:

- Contact applicants after receiving an expression of interest.
- Provide **accurate and up-to-date** information regarding entry requirements.
- Assist in obtaining **conditional offer letters** and help applicants meet the requirements.
- Schedule and guide applicants for **entry tests**, where applicable.
- Inform applicants of **test results** and assist in rescheduling if necessary.
- Notify applicants when they receive an **unconditional offer** and facilitate acceptance procedures.
- Offer guidance on **student finance applications**, where available.

#### Limitations of Responsibility:

- LCM does not influence admission decisions or partner university policies.
- LCM does not guarantee finance applications or scholarship approvals.
- LCM is not responsible for delays or denials by universities or visa authorities.

### 4. Data Protection & Privacy Policy (GDPR Compliance)

LCM is registered with the Information Commissioner's Office (ICO) and is committed to protecting personal data in accordance with UK GDPR regulations.

#### 4.1. Principles of Data Protection

LCM ensures that personal data is:

- **Processed lawfully, fairly, and transparently**
- **Collected for legitimate purposes** and not used in ways that conflict with those purposes

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- **Adequate, relevant, and limited** to what is necessary for application processing  
**Accurate and up to date**
- **Stored securely** with appropriate protection measures
- **Retained only for as long as necessary** and securely deleted thereafter
- **Not transferred outside the UK** unless data protection laws in the receiving country meet UK GDPR standards

LCM will only share an applicant's personal data:

- **With partner universities** as part of the application process
- **With visa and regulatory authorities**, where required by law
- **With the applicant's explicit consent**

#### 4.2. Data Security Measures

To protect personal data, LCM implements the following measures:

- Secure digital storage using **encryption and password protection**
- Restricted access to personal data, available only to authorised staff
- Secure disposal of data once no longer needed, in compliance with data retention laws

Any unauthorised access, misuse, or data breach will be subject to investigation and may result in disciplinary action or legal proceedings.

Applicant Responsibility:

Applicants must ensure that the information they provide is truthful and accurate. Submission of fraudulent or misleading information may result in application rejection and legal consequences.

While LCM makes every effort to provide accurate and up-to-date information, the company cannot be held liable for:

- University admission decisions, policy changes, or administrative delays
- Visa rejections or delays caused by government agencies
- Financial aid rejections by funding institutions
- Errors in third-party systems or external service providers