



**S P Jain
London School
of Management**

Privacy notice for prospective applicants

The SP Jain London School of Management is committed to looking after any information that is made available to us when you visit our websites in accordance with data protection law.

This notice outlines what categories of information we retain and how we use it. Our other privacy notices are also available from this website.

Personal data

You do not have to create an account or provide us with any personal information to access the School website. However, we may ask for some personal details if you wish to access some of our services, for example:

- to register for open days;
- to subscribe to email marketing communications such as online newsletters;
- to use online chat functionality.

The vast majority of the personal information we hold about you will be obtained via our websites' forms or if you contact us by email.

Some of the personal data we store and process may include:

- biographical information consisting of your name, title, birth date, age and gender;
- your contact details including address, email address and phone number;
- information about your time at the School;
- your professional activities;
- current interests and preferences;
- records of communications sent to you by the School or received from you;
- attendance at School events
- attendance at outreach events and data to enable us to monitor the effectiveness of this activity such as ethnicity and parental occupation.

When you provide us with your contact details you may be asked whether you wish to receive any further communications from us.

We will ensure that all personal data you supply is held in accordance with data protection law. We do not sell or otherwise transfer personal data to any third parties unless you have consented to this or this is permitted by law.

Visits to the School website

When you visit the School website, the following information is received and stored by our web servers: anonymised details of your IP address, browser type and operating system; and the web pages you visited. This data is known as web server logs. We use this information strictly to analyse

how the School websites are used by our visitors and we may archive this information in an anonymous form for historical records.

Cookies

'Cookies' are text files placed on your computer which help us understand how you use our websites. For more information about how we use cookies, read our **Cookie Notice**.

Email marketing and other communications

We are keen to communicate with you to provide information on our courses and the benefits of studying at the School. We do this by providing information through a range of online and offline channels including publications, events, press releases, social media and email.

In order to do this we have a database that contains personal data collected by the School during the course of our relationship with you as a prospective student. We value our relationship with you and we use your personal data to personalise our communications, improve our services and ensure we work efficiently and effectively.

Unless you have requested otherwise, your data used and processed for a full range of communications which may include the following (by mail, email and telephone):

- Sending School publications;
- Promoting our services;
- Notifying you of upcoming events;
- Promoting discounts and opportunities.

Tools may be used to help us improve the effectiveness of our communications with you, including tracking whether the emails we send are opened and which links are clicked within a message.

Lawful bases for collecting data

The lawful bases that we rely on for collecting and processing your data are:

Contractual obligation: when you make an application to the School, we use your data in order to process your application before you enter into a contract with us (i.e. enrol at the School)

Legitimate interests: in specific situations, we collect and process your data in order to pursue our legitimate interests in ways which might reasonably be expected as part of our promotion and provision of our education services or to support prospective students in making their School choices. These situations include:

- Keeping prospective students informed about an event or activity that they have booked to attend
- Keeping applicants informed of relevant news, events and other information that may be of use to you when making your School choices
- Analysis of and reporting on the student journey.

Consent: we collect and process your data with your consent when you tick a box to receive further information from us on an online or paper form

Public task: as a public authority, we have a statutory obligation to collect data for the purposes of monitoring, tracking and evaluating the effectiveness of our outreach activities, in order to evidence the effectiveness of our Widening Participation programmes to organisations such as the Office for Students.

Where we collect special category data such as ethnicity or disability information it is on the basis of **substantial public interests**. This includes monitoring according to characteristics such as ethnicity or disability to ensure equality of opportunity

Sharing and storing your data

When you make an application to the School, we may share the personal information we collect about you with the organisations or individuals listed below:

- Your nominated representative where you have appointed one
- Your appointed agent, if you have one, to assist you with your application.
- Your referee(s) – we provide personal information to your referee to allow them to identify you and provide the reference. You will be notified of any additional access to your application which may be required by your referee when you nominate them.
- UK Visas and Immigration (UKVI), for non UK applicants.
- Universities and Colleges Admissions Service (UCAS)

We only supply personal information that identifies you for these purposes if the provision of statistical analysis is not suitable and is made between the School and those organisations under contractual terms.

We may use the services of third party suppliers in order to provide information to you, for example:

- software applications that enable us to deliver information to you, such as sending you an email or text message
- applications that allow you to communicate with us online
- mailing companies, for information that is delivered to you by post
- website development and hosting companies that provide technical support for our website, including online forms where we collect data

Some of the software companies may be based outside the European Union but we will ensure comparable levels of protection.

We will retain your personal information to produce analysis and reports in order to evaluate and improve the prospective student journey. Any statistical reports that we produce will not allow you to be identified.

Your personal information will be retained as set out in the Records Retention Schedule

Your rights

Under the GDPR you have a right to request a copy of your personal data held by the School. The School is required to fulfil this request within 20 working days. You also have the right to:

- withdraw consent where that is the legal basis of our processing;

- rectify inaccuracies in personal data that we hold about your
- request to remove some personal data we hold about you
- restrict the processing in certain ways;
- object to certain processing of your personal data by us.

Please see the [ICO website](#) for further information on the above rights. You may also contact the Data Protection Officer for further information about your rights.

You have a right to complain to the [Information Commissioner's Office](#) about the way in which we process your personal data.

7. Changing how we communicate with you

We will from time to time communicate with you by email, post and telephone. If, at any stage, you decide you no longer want to receive these communications, you can opt out of receiving this information at any time by sending us an email to .

If you are unsuccessful in unsubscribing from our communications and/or remain concerned, please contact our Data Protection Officer.

8. Your responsibilities

You have a responsibility to keep your personal details accurate and up to date and should notify the School of any changes.

May 2023