

## **LSE Student Marketing and Recruitment and your data: full statement**

### **Why are you collecting my data?**

The LSE Student Marketing and Recruitment team collects data about participants on our activities for the following reasons:

- To help us target prospective students, ensuring participants are eligible for our activities
- To ensure we can run activities in a safe and lawful manner;
- To evaluate the impact of our activities on participants;
- To track the long-term outcomes of our participants, and gather additional data after we have worked with them to enhance our understanding of the impact of our recruitment activities.

We will collect data about you and your background when you apply for our recruitment activity.

Any data you've previously shared with the LSE Student Marketing and Recruitment Team will also be covered by these conditions from now on.

### **How will you use my data?**

We will use data on your application form to ensure that you are eligible for the activity, and to help us prioritise applications. We will use data about you (e.g. health conditions,) to ensure that you are safe while participating in our activity.

### **Will you share my data?**

In order to evaluate our activities, we may share your data with partners including the Office for Students (OfS), the Universities and Colleges Admissions Service (UCAS), the Department for Education (DfE), the Higher Education Statistics Agency (HESA) and the Higher Education Access Tracker service and its subscribers.

We won't ever sell your data to third parties, or share it with anyone who is not an official body.

We will analyse your data along with that of everyone else who participates in our activities, and publish reports about the impact of our work. It will never be possible to identify you from the data we share in our reports.

### **Will my data be safe?**

Yes, your data will be safe. We will hold it on a secure database and comply with the strict laws that make sure we protect your personal details. We comply with the Data Protection Act and, as of May 2018, the General Data Protection Regulations.

### **How long will you keep my data?**

To really understand the long-term impact of our activities, we will keep your data until you are 27 years old. This will allow us to track your university and career destinations. Once we have done this, we will delete all identifying data from our systems.

### **Do I have to give you my data?**

No, you don't. If you would prefer us not to keep and use your data, we will retain it for as long as is necessary to complete and evaluate the recruitment activity, and then delete all identifying information such as name and date of birth.

**Can I change my mind?**

Yes, even if you have given consent you can withdraw it at any time. We will need to keep certain data for contractual, legal or research reasons, but we can delete data such as contact information or survey responses. Contact [stu.rec@lse.ac.uk](mailto:stu.rec@lse.ac.uk) if you want us to delete this data.

**Who can I contact if I have more questions?**

If you have any questions or concerns, or would like a copy of the data that we hold about you, please contact Rachael Maguire by email: [r.maguire@lse.ac.uk](mailto:r.maguire@lse.ac.uk) or by telephone: 020 7849 4622.

**Declaration**

LSE Student Marketing and Recruitment will use your data to run and evaluate its activities, and will share it with key partners to support long-term research and evaluation. This does not affect your rights to access the data held about you, to have it corrected or to withdraw your consent to marketing.

**Photo consent**

The Student Marketing and Recruitment team and/or other departments at LSE may take photographs or video of you while participating in the activity, and use these for publicity. This might include (but is not limited to) using them in our printed and online publicity, social media and press releases.

We might also share photos or videos with other students who are participating in the activity with you.