

Privacy Policy

Academic Year 2025–2026

Version	V1.1
Date approved	19/06/2026
Approved by	Board of Directors
Next review date	July 2027

1. Introduction

London School of Management and Media (LSMM) is committed to protecting your privacy and handling your personal information with care and transparency. This Privacy Policy explains what information we collect about you, how we use it, who we share it with, and what rights you have.

If you have any questions about anything in this document, please do not hesitate to get in touch with us, our contact details are in Section 2.

Please note

This policy applies to all personal information collected through our website (lsmmedu.uk), our application and enrolment processes, and our day-to-day operations as an educational institution.

2. Who We Are

LSMM is the data controller for the personal information we collect. This means we are responsible for deciding how and why your information is used.

Organisation	London School of Management and Media Limited (LSMM)
Address	33 London Road, Harrow, London, HA1 3JJ
Email	info@lsmmedu.uk
Telephone	+44 (0) 20 3376 0940
Website	lsmmedu.uk
Data Protection Contact	+44 (0) 20 3376 0940

3. What Information We Collect

We only collect information that is necessary and relevant to the service or interaction in question. Depending on how you engage with us, we may collect the following:

Information you give us directly

- Full name
- Email address
- Phone number
- Nationality
- Home address
- Date of birth
- Application and enrolment information
- Qualification history and prior learning
- Equality and diversity information (where voluntarily provided)
- Any other information you share with us through forms, emails, or enquiries

Information we collect as part of your studies

- Attendance records
- Assessment submissions and results
- Progress and performance data
- Feedback and survey responses
- Learning platform activity

Information we collect automatically when you visit our website

- IP address and device type
- Browser type and operating system
- Pages visited and time spent on each page
- How you arrived at our website
- Cookie data: see Section 9 for full details

4. How We Use Your Information

We use your personal information only for the purposes for which it was collected. This includes:

- Managing admissions and processing applications
- Enrolling you onto your programme of study
- Responding to your enquiries and providing information about our courses
- Delivering and administering your course
- Monitoring attendance and supporting learner progress
- Issuing certificates and communicating results
- Safeguarding and promoting learner wellbeing
- Meeting our legal and regulatory obligations
- Carrying out website analytics to improve our online services
- Sending you relevant information about LSMM, only where you have given us permission

We will never use your information for purposes that are incompatible with why it was originally collected.

5. Legal Basis for Processing

UK data protection law requires us to have a lawful basis for every use of your personal information. The table below sets out our main processing activities and the lawful basis for each:

Purpose	Lawful Basis
Managing applications and enrolments	Contract: necessary to fulfil our agreement with you as a learner
Delivering your course and monitoring attendance	Contract: necessary to provide the service you have enrolled onto

Purpose	Lawful Basis
Issuing certificates and communicating results	Contract and Legal Obligation
Safeguarding and learner wellbeing	Legal Obligation and Vital Interests
Responding to enquiries	Legitimate Interests: to respond to people who contact us
Regulatory reporting and compliance	Legal Obligation: we are required to share data with regulators
Website analytics (anonymised)	Legitimate Interests: to understand how our website is used and improve it
Sending marketing communications	Consent: we will only contact you for marketing where you have opted in
Processing special category data (e.g. health data)	Explicit Consent or Legal Obligation where required

Where we rely on consent as our lawful basis, you can withdraw your consent at any time by contacting us at info@lsmmedu.uk or using the unsubscribe link in any email we send you.

6. Who We Share Your Information With

We do not sell your personal information. We only share it where it is lawful and necessary to do so, including with:

- Awarding bodies and qualification regulators relevant to your programme
- Government agencies and regulators (e.g. UKVI, HESA, or OfS where applicable)
- IT and systems providers who support our operations, under strict data processing agreements
- Safeguarding authorities where there is a legal obligation or risk to wellbeing
- Partner organizations involved in delivering your programme, where applicable

Any third party we share data with is required to handle it securely and in line with UK data protection law.

7. How Long We Keep Your Information

We only hold your information for as long as is necessary for the purpose it was collected, or as required by law. Our standard retention periods are:

Data Type	Retention Period	Basis
Enquiry and contact data	Up to 2 years from last contact	Legitimate Interests
Application data (unsuccessful)	Up to 1 year from application date	Legitimate Interests
Learner records	6 years post-completion	Legal Obligation / Contract
Core academic records	Retained permanently	Legal Obligation
Attendance records	6 years post-completion	Legal Obligation
Staff records	Minimum 6 years after employment ends	Legal Obligation
Financial and tax records	As required by HMRC and statutory obligations	Legal Obligation
Marketing consent records	Until consent is withdrawn	Consent
Website analytics data	Up to 26 months (anonymized)	Legitimate Interests

At the end of a retention period, records are securely deleted or anonymized.

8. Your Rights

Under UK data protection law, you have the following rights:

Right to Access	Ask us what information we hold about you and receive a copy (Subject Access Request)
Right to Rectification	Ask us to correct any inaccurate or incomplete information we hold
Right to Erasure	Ask us to delete your information where there is no longer a lawful reason to hold it
Right to Restriction	Ask us to limit how we use your information in certain circumstances
Right to Portability	Ask us to provide your data in a structured, machine-readable format
Right to Object	Object to us processing your data for direct marketing or on the basis of legitimate interests
Right to Withdraw Consent	Withdraw your consent at any time where processing is based on consent

To exercise any of these rights, please contact us at info@lsmmedu.uk with the subject line 'Data Rights Request'. We will respond within one month at no charge.

If you are not satisfied with how we have handled your request, you have the right to complain to the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Telephone: 0303 123 1113

9. Cookies

Our website (lsmmedu.uk) uses cookies. Cookies are small text files placed on your device when you visit a website. They help the site work properly, remember your preferences, and give us information about how the site is being used.

Cookies cannot access other files on your device and do not carry viruses. When you first visit our website, you will be asked to give your consent to non-essential cookies via a cookie banner. You can change your preferences at any time.

Types of Cookies We Use

Strictly Necessary Cookies

These are essential for the website to work and cannot be switched off. They do not store any personally identifiable information.

Cookie Name	Purpose	Type	Duration
session_id	Maintains your session as you browse	Strictly Necessary	Session
csrf_token	Protects against cross-site request forgery	Strictly Necessary	Session
cookie_consent	Remembers your cookie consent preference	Strictly Necessary	1 year

Analytics Cookies

These help us understand how visitors use our website so we can improve it. All data is anonymized, we cannot identify individual users from this information.

Cookie Name	Purpose	Type	Duration
_ga	Google Analytics: distinguishes unique users	Analytics	2 years

Cookie Name	Purpose	Type	Duration
ga*	Google Analytics: maintains session state	Analytics	2 years
_gid	Google Analytics: distinguishes users (24-hour window)	Analytics	24 hours

Functionality Cookies

These remember choices you make to improve your experience, such as language preferences. They are not essential but make the site more useful.

Cookie Name	Purpose	Type	Duration
lang_pref	Remembers your language or region preference	Functionality	1 year
ui_settings	Remembers display preferences	Functionality	6 months

Third-Party Cookies

Some pages on our website may include content from third-party services such as YouTube videos or social media buttons. These providers may set their own cookies on your device. We do not control these and recommend reading their own privacy policies.

Managing Your Cookie Preferences

You can control cookies through your browser settings. Most browsers allow you to view, block, or delete cookies. Please note that blocking strictly necessary cookies may affect how the website works.

Google Chrome	Settings > Privacy and Security > Cookies and other site data
Mozilla Firefox	Settings > Privacy & Security > Cookies and Site Data
Safari	Preferences > Privacy > Manage Website Data
Microsoft Edge	Settings > Cookies and site permissions

For more information about cookies visit www.allaboutcookies.org or ico.org.uk.

10. How We Keep Your Information Safe

We take the security of your personal information seriously and have appropriate technical and organisational measures in place, including:

London School of Management and Media Limited
 33 London Road, Harrow, London, HA1 3JJ
Info@lsmmedu.uk | +44 7424536082
 Companies House: 16001970 | UKPRN: 10099357

- Secure, encrypted cloud storage and IT systems
- Role-based access controls so only authorised staff can access personal data
- Staff training on data protection responsibilities and confidentiality
- Regular system monitoring and security reviews
- Secure disposal of records at the end of their retention period

While we take every reasonable precaution, no internet transmission is entirely secure. If you have any concerns about information you have shared with us, please contact us immediately at info@lsmmedu.uk.

11. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in how we operate or to meet new legal requirements. When we do, we will update the date shown at the top of this document.

We encourage you to review this policy periodically. Your continued use of our website after any update means you have acknowledged the revised version.

12. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your data rights, or want to raise a concern about how we have handled your information, please contact us:

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Address	33 London Road, Harrow, London, HA1 3JJ
Email	info@lsmmedu.uk
Telephone	+44 (0) 20 3376 0940
Website	lsmmedu.uk

To make a Subject Access Request or exercise any of your rights, please email info@lsmmedu.uk with the subject line 'Data Rights Request'.

If you are unhappy with how we have handled your information you also have the right to raise a complaint with the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.