

## LBS Alumni Digital Terms of Use

These Terms (including the Addendum) govern your access to and use of all LBS Alumni Digital Platforms including but not limited to LBS email provision, MyLBS, Forever Learning, LBS Hub and Portal, and any messages, information, text, graphics, photos, or other materials uploaded, shared, downloaded or appearing on the sites.

### 1. Definitions

In these Terms and Conditions:

**LBS Alumni Digital Platforms** refers collectively to MyLBS, LBS Hub, Portal, Forever Learning and any other associated online services accessed by LBS alumni including email provision

**Alumnus/a** means a person who has Alumni status having completed a qualifying programme and paying all fees due to the School in respect of his/her qualifying programme, or who has had Honorary Alumni Status conferred on him/her by the School

**Student** means current degree seeking Student or participant on an Executive Education programme

**Mentor** means a person who provides support, advice and guidance to a current LBS student based on their academic and professional goals

**Mentee** means a person who will receive support, advice and guidance from an LBS alumni mentor. You will be responsible for driving the relationship with your mentor, setting aims and objectives for your mentoring relationship

**School community** means:

- a. Alumni, Students, faculty, staff of London Business School; and
- b. any other persons who are at or connected with the School at any given time and who are authorised to access LBS Alumni Digital Platforms

**We** means London Business School, its departments and committees and its officers, board and committee members and employees

**Terms and Conditions** means these terms and conditions of use for LBS Alumni Digital Platforms including but not limited to LBS email provision, MyLBS, Forever Learning, LBS Hub and Portal, as amended from time to time

**School** means London Business School, Regent's Park, London NW1 4SA, United Kingdom

**Content** means any information, text, graphics, photos or other materials uploaded, downloaded or appearing on the site.

## 2. Service Provider

London Business School Alumni Digital Platforms are operated by trusted third-party providers acting on our behalf as Data Processors, in accordance with the United Kingdom General Data Protection Regulation (UK GDPR), as incorporated into UK law by the Data Protection Act 2018. These providers process personal data solely to deliver and support the digital services we offer. A full list of service providers is available in Appendix A.

## 3. Interpretation

The Terms and Conditions set out general principles for acceptable behaviour in connection with your use of LBS Alumni Digital Platforms. To the extent that these Terms and Conditions do not address a particular aspect of usage of a platform, you must act in such a way as to

- a. observe Student and Alumni [Code of Conduct](#)
- b. adhere to platform specific guidance and procedures
- c. maintain and build trust within the School community
- d. respect the privacy of members of the School community
- e. observe the confidentiality of information and materials supplied on LBS Alumni Digital Platforms; and
- f. maintain and increase the respect in which the School is held both within and outside the School community.

## 4. Contacting individual members of the School community for business purposes

You may contact members of the School community whose details are available via LBS Alumni Digital Platforms for business purposes only if you adhere strictly to the following conditions:

- a. You may approach any other Alumni and/or members of the School community for business purposes provided that you have first properly researched which of those persons are likely to be interested in your business approach and that your approach is specifically targeted to those persons
- b. You must only make your approach under paragraph a. above, and your documentation/communication should indicate that:
  - i. you will not make any further approach unless the recipient replies to you; and
  - ii. you are complying with these Terms and Conditions.

## 5. Posting commercial content on LBS Alumni Digital Platforms

You may post notices of a commercial nature or promote your own commercial ventures via the global discussions and community boards (including class, club and network discussions) on LBS Alumni Digital Platforms only if you adhere strictly to the following conditions:

- a. You must limit your post to the specific community or discussion where your content is most relevant, having first considered which audience is likely to be interested in your message
- b. Your post must clearly indicate that you will not follow up with individual members unless they respond to your post; and

- c. You are complying with these Terms and Conditions

Not complying with the above including partaking in excessive cross posting, could be considered spamming as stated in section 8.c of these Terms and Conditions.

## **6. Contacting members of the School community to request their philanthropic support**

Promotion of charities to the community via LBS Alumni Digital Platforms is strongly discouraged. In any other situation, you may only contact members of the School community who are personally known to you to promote or request support for charities aside from London Business School.

Members of the School community are permitted to use LBS Alumni Digital Platforms to encourage the philanthropic support of the School.

## **7. Clubs and Networks**

All alumni are welcome to join all clubs and networks of interest which are available on LBS Alumni Digital Platforms. Club leaders are encouraged to use LBS Alumni Digital Platform club spaces as the official channel to welcome members into the community, share events, and post useful information.

Failure to adhere to these Terms and Conditions and/or the Student or Alumni Code of Conduct could result in removal from alumni club membership.

## **8. Prohibitions**

When using LBS Alumni Digital Platforms, you must not:

- a. Post, upload, email or otherwise transmit any material, the publication, dissemination, use or possession of which:
  - I. Amounts to illegal content (as set out in section 4 of the Addendum);
  - II. infringes the rights of any person or which is unlawful in any other respect (including but not limited to inciting racial hatred); or
  - III. is unlawfully abusive to any other member of the School's community, defamatory or obscene; or
  - IV. unlawfully restricts or inhibits the use and enjoyment of the LBS Alumni Digital Platforms by any member of the School community;
- b. Post or send by way of private message (and this includes any email services provided by LBS Alumni Digital Platforms) any commercial messages or advertisements in areas not specifically designated for that purpose. Where they are permitted, any such messages must be accompanied by a 'declaration of interests', that is, a truthful and descriptive declaration of how the poster is related to the business or service mentioned;
- c. Post, upload, email or otherwise transmit any unsolicited advertising, promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes," or any other form of solicitation or commercial exploitation, save as explicitly permitted by these Terms and Conditions;
- d. When using community features, the following actions will be considered spam:

- i. Using likes, comments, private messaging, or other social features to draw attention to your profile in a disingenuous way
  - ii. Misusing community features and functionality for personal gain or in a way that is not in line with their core purpose
  - iii. Leaving irrelevant or excessive quantities of messages, comments or posts to draw attention to your account; and
  - iv. Posting the same question or statement in multiple locations
- e. Knowingly post, upload, email or otherwise transmit any material that contains software viruses or any other computer code, files or programmes designed to interrupt, restrict, destroy, limit the functionality of or compromise the integrity of any computer software or hardware or telecommunications equipment;
  - f. Transmit or re-circulate any material obtained from LBS Alumni Digital Platforms to any third party, other than an authorised member of the School community;
  - g. Remove the copyright or trademark notice(s) from any copies of any material made in accordance with these Terms and Conditions; or
  - h. All individuals hosting or participating in virtual events must refrain from enacting any of the prohibited behaviours previously outlined, and must not record or distribute content without the explicit consent of all participants. Your behaviour as a host or participant of virtual events must adhere to the [Alumni Code of Conduct](#).

When accessing LBS Alumni Digital Platforms, you must observe the following log-in security rules:

- a. You are absolutely responsible for the security of your password. Do not share it with anyone. Do not write it down or otherwise record it in an insecure place
- b. Do not allow others to use your account to access any LBS Alumni Digital Platforms. Sharing your credentials with other individuals inside or outside the School community will be considered a breach of the School's [information security policy](#) and therefore investigated under the Alumni Code of Conduct
- c. If you think that the security of your account may be compromised in any way, you must report it to the School's Technology team immediately by emailing [help@london.edu](mailto:help@london.edu). You must also immediately change your password
- d. Ensure you are fully logged out of LBS Alumni Digital Platforms on any computer you are no longer using.

## 9. Data security

In respect of any personal data about fellow members of the School community which you may access through the Directory or other functions in LBS Alumni Digital Platforms, you must observe the following data security rules:

- a. This data is confidential and may only be used in accordance with these Terms and Conditions
- b. Personal data must not be disclosed to any third party unless the data subject has given their specific permission and only then in accordance with the provisions of relevant Data Protection legislation
- c. You are absolutely responsible for the security of any accessed data. If printed or recorded by hand or voice, you must not leave it in an insecure and/or public place. If downloaded, it

must be to a computer or other device whose security you are in charge of, and it must be secure within that computer or device

- d. When you download or use LBS apps on your mobile device, information may be accessed from or stored on your device. Most often this is used in a similar way to a web browser cookie, by enabling the app to 'remember' you or provide you with the content you have requested.

Your web browser or device may also provide LBS with information about your device, such as a device identifier or IP address. Device identifiers may be collected automatically, such as the device ID, IP address, MAC address, IMEI number and app ID (a unique identifier relating to the particular copy of the app you're running).

When signing in to a LBS app, your sign-in details may be stored securely on the device you're using, so you can access other LBS apps on the same device without needing to enter your sign-in details again.

If you have any concerns about any information that might be accessed from or stored on your device by LBS, you may wish to only access LBS content through a web browser and review your web browser settings. See point 18 for more information about Cookies on LBS Digital Platforms.

- e. Data files must not be left unprotected. If you are not sure how to secure data, then do not download. If you download data onto a shared or networked computer (including the School's computers), in addition to assuming responsibility for the security of that data while you have access to that computer, you must also ensure that the data is erased when you cease to have access to that computer; and
- f. You must not create a database (electronic or otherwise) that includes material downloaded or otherwise obtained from LBS Alumni Digital Platforms
- g. This Alumni Digital Platforms are not intended for the collection or use of child data. Alumni posting information relating to a child must be limited to non-identifiable, incidental mentions (e.g., general references to family events). Posting identifiable or sensitive child data — such as names, images, contact details, or health/education information — is strictly prohibited and will be removed under the moderation and complaints procedures outlined in Section 12
- h. Child-related content will be subject to regular review by platform administrators and assessed for appropriateness in line with the Data Use and Access Act 2025. Where content is deemed inappropriate, it will be removed. In addition, all content is subject to the platform's moderation controls, enabling alumni to flag material they consider inappropriate, which will be addressed in accordance with the complaints procedure set out in Section 12 of these terms and conditions.

## 10. Your obligations and acknowledgements

- a. You are responsible for keeping accurate and up to date personal details which are published in the Directory of LBS Alumni Digital Platforms
- b. You are responsible for checking the accuracy of relevant facts and opinions given on LBS Alumni Digital Platforms before entering into any commitment based on them
- c. You must ensure that you have installed adequate and up to date computer virus checking software on your computer or other device
- e. You acknowledge that, notwithstanding our use of encryption software to attempt to prevent unauthorised access to your personal information, your communication of sensitive financial and personal information to us through LBS Alumni Digital Platforms or by email is

not 100 per cent secure and may be compromised. You are responsible for implementing your own security protocols in respect to your use of the Platform and acknowledge that we shall not be liable for any cyber security breaches, unauthorised access, confidentiality breaches, or misuse of information shared on the Platform

- f. You acknowledge that if you enter into any agreement with a third party as a result of any opportunity of which you become aware on LBS Alumni Digital Platforms, the School is not liable for, and takes no responsibility for, any contract entered into by you and the third party. Please be mindful of information you share in public forums, use discretion when sharing person details, and take advantage of privacy settings to control who can see your information
- g. You acknowledge that if you submit any material to LBS Alumni Digital Platforms you understand and accept that the School and the School community may make use of that material in accordance with these Terms and Conditions and with relevant Data Protection legislation
- h. You are responsible for respecting the intellectual property of others by including links to copyrighted or trademarked content on LBS Alumni Digital Platforms
- i. You are responsible for ensuring that all persons who access our site through your internet connection are aware of these terms of service and other applicable terms of service, and that they comply with them
- j. You acknowledge that LBS has the right to remove content or restrict access to the LBS Alumni Digital Platforms, provided that doing so is consistent with our Free Speech Code of Practice (such as where content breaches these terms and conditions in accordance with clause 13).

## 11. The School's obligations

- a. We will use reasonable endeavours to ensure that only the up-to-date contact details which you consent to publish are displayed in the Directory on LBS Alumni Digital Platforms
- b. Whilst we will use reasonable endeavours to ensure that information provided on LBS Alumni Digital Platforms is accurate and complete (subject to clause 11(c)), the contents are naturally subject to change from time to time and the School cannot guarantee the accuracy and completeness of that information
- c. Our site may include information and materials uploaded by other users. This information and these materials have not been verified or approved by us. The views expressed by other users on our site do not represent our views or values
- d. We do not guarantee that your use of LBS Alumni Digital Platforms will be free from error and/or uninterrupted
- e. We will endeavour to use appropriate encryption technology to protect your communications of sensitive financial and personal data to us
- f. We will use reasonable endeavours to ensure that LBS Alumni Digital Platforms are free of computer viruses, but we do not warrant that it will be free of viruses
- g. Some of the pages on LBS Alumni Digital Platforms may include links to external websites. Any links are included to give you the opportunity to access other pages that it is felt may be of interest or assistance to you. The School is not responsible for the content of those sites.

## 12. Complaints procedure

- a. Users may report a post either by clicking on the 'Report This Content' option within LBS Alumni Digital Platforms, or by emailing [alumnirelations@london.edu](mailto:alumnirelations@london.edu) to raise a complaint if they believe a post or a message contravenes these Terms and Conditions

- b. If you consider that another member of the School community has breached these Terms and Conditions in their dealings with you, you should first seek to resolve this matter informally by approaching them directly to explain the basis of your concern
- c. If your informal approach does not render a satisfactory result (normally, an apology), then you may lodge a formal complaint with the School and this complaint will be referred to an appropriate member of School staff for initial consideration. The formal complaint must be in writing and clearly state:
  - i. who is raising the complaint
  - ii. the identity of the person about whom the complaint is being made
  - iii. the nature of the complaint
  - iv. why the complainant considers the behaviour is not in accordance with these Terms and Conditions
  - v. any supporting evidence, including emails; and
  - vi. whether an informal resolution was attempted first.

Complaints from Alumni should be sent to [alumnirelations@london.edu](mailto:alumnirelations@london.edu)  
Complaints from Students should be sent to their relevant programme office.

We will respond to complaints made to the School;  
- informal complaints within 10 working days  
- formal complaints within 30 working days

- d. We will consider any formal complaints received, contacting where necessary the complainant and the subject of the complaint. Our decision will be communicated to both parties and is final

*NB: If a complaint is against a students' behaviour then the student disciplinary process will take precedence.*

### **13. Alumni Code of Conduct and Terms and Conditions enforcement**

- a. For Alumni, failure to comply with these Terms and Conditions may result in disciplinary action being taken against you, including withdrawing your alumni benefits (in whole or in part, temporary or permanently, such as restriction/suspension of your access to LBS Alumni Digital Platforms
- b. For Students, failure to comply as a student may result in disciplinary action from the relevant programme office and your access to the available sections of LBS Alumni Digital Platforms may be suspended or revoked
- c. The School otherwise reserves all its legal rights
- d. London Business School is committed to promoting freedom of speech within the law. The School's Free Speech Code of Practice set out the steps taken by the School to secure and promote freedom of speech within the law in all its activities

The School's purpose is to have a profound impact on the way the world does business and the way business impacts the world, by shaping a collaborative, diverse and inclusive community where talented people grow and realise their potential

In line with its purpose and the principles relating to academic freedom set out in its Charter

and Statutes, the School is committed to creating a learning and working environment in which all members of the School community are free within the law to question and test received wisdom and to put forward new ideas and controversial or unpopular opinions

The School is committed to promoting freedom of speech within the law, recognising that all speech is lawful unless restricted by a law made or authorised by the UK Government or the courts, and that free speech includes lawful speech that may be offensive or hurtful to some

The School's Free Speech Code of Practice can be found here: [Policies and legislations](#).

The Office for Students (OfS) operates a free speech complaints scheme. Under that scheme, the OfS can review complaints about free speech from members, students, staff, applicants for academic posts and (actual or invited) visiting speakers. Information about the complaints that the OfS can review is available on its website: <https://www.officeforstudents.org.uk>

#### **14. Variation of Terms and Conditions**

We may vary the Terms and Conditions from time to time. Please ensure that you review the Terms and Conditions regularly as you will be deemed to have accepted a variation if you continue to use LBS Alumni Digital Platforms after any variation has been posted. We will use our reasonable endeavours to notify all substantive changes to the Terms and Conditions on our website or via email.

#### **15. Competition terms**

The School may, from time to time, have competitions, prize draws or other promotions and offers on LBS Alumni Digital Platforms. These will be subject to additional terms and conditions that will be made known to you.

#### **16. Intellectual Property**

- a. All copyright and other rights that subsist in LBS Alumni Digital Platforms, save where otherwise expressly indicated, are the property of or licenced by the School
- b. The names, images and logos identifying the School or third parties and their products and services, are the proprietary marks of the London Business School, and/or as relevant the third parties. Any use made of these marks may be an infringement of rights in those marks and the School reserves generally its right to pursue such claims that may arise
- c. You are solely responsible for the content (including links) that you upload to the LBS Alumni Digital Platforms and confirm that you have the necessary rights to do so
- d. We will consider any content you upload to our site to be non-confidential and not protected by any trademark, patent or copyright ("non-proprietary"), that is, in the public domain. You own your content, but when you upload your content you grant us and other users of our site a non-exclusive licence to use, store and copy that content and to distribute and make it available to others for the purposes of operating and providing the Alumni Digital Platforms.

#### **17. Indemnities**

You agree to keep the School fully indemnified against all actions, claims, losses, damages and costs (whether paid by way of settlement or otherwise) suffered or incurred by or on behalf of the School and arising directly or indirectly from any breach (proven or alleged) by you of any of these Terms and Conditions.

## 18. Cookies on LBS Alumni Digital Platforms

We use cookies on LBS Alumni Digital Platforms to provide a seamless single sign-on experience. This ensures you can access our electronic library and other services that require authentication as easily as possible.

MyLBS uses several types of cookies, including:

- **Essential cookies** – Required for platform functionality.
- **Consent management cookies** – Used to record and manage your cookie preferences.
- **Authentication cookies** – Enable secure login and maintain session continuity.
- **Feature-specific cookies** – Support additional functionality within the platform.

Only essential cookies are set without explicit consent. You can manage your cookie preferences at any time using our cookie settings panel.

For more information on how and why we use cookies, please refer to our [LBS Cookie Policy](#). You should also refer to our third-party provider's cookie policies.

## 19. Data Protection

Should you upload any personal data to the LBS Alumni Digital Platforms, the School and applicable Service Providers may process such data for the purposes of providing the LBS Alumni Digital Platforms, monitoring and processing material posted on the platforms (e.g. to protect users from illegal content, deal with complaints or otherwise to perform the School's obligations or rights under these Terms & Conditions) in accordance with our Alumni Privacy Statement. For more information on how we hold and process alumni data, please see the School's Alumni [Privacy Statement](#). By agreeing to these Terms and Conditions you also agree to comply with all relevant Data Protection Regulations.

## 20. Disclaimers

We exclude, in so far as it is legally possible, all liability and responsibility for any damages (other than liability for death or physical injury arising out of our negligence) including, but not limited to, indirect or consequential damages, damages for loss of opportunity or chance, or any damages whatsoever arising from use or loss of use, data, or profits, whether in action of contract, negligence or other tortious action, arising out of, or in connection with:

- a. any information on LBS Alumni Digital Platforms or any other internet or web sites or the use of that information; or
- b. the misuse of loss of data or information which you submit to us through LBS Alumni Digital Platforms or by email;
- c. any viruses or any other computer code, files or programmes designed to interrupt, restrict, destroy, limit the functionality of or compromise the integrity of any computer software or hardware or telecommunications equipment or other material transmitted with or as part of LBS Alumni Digital Platforms.

## **21. Severance**

If any of these Terms and Conditions is determined to be illegal, invalid or otherwise unenforceable, it will be severed and deleted from the Terms and Conditions and the remaining Terms and Conditions will survive, remain in full force and effect and continue to be binding and enforceable.

## **22. Choice of law**

These Terms and Conditions are governed by the laws of England and Wales. Any disputes arising from matters relating to LBS Alumni Digital Platforms will be exclusively subject to the jurisdiction of the courts of England and Wales. By accessing any Alumni Digital Platforms provided by LBS, you are accepting these Terms and Conditions.

**Appendix A**

**Third-party provided platforms and sites**

<b>Alumni Networking platforms</b>	
Aluminati	Registered with the Information Commissioner under membership number Z8393842
Hivebrite	Kit United, incorporated under 753 391 713 R.C.S Paris
<b>Additional Categories:</b>	
Cloud storage Services	
Google Cloud Platform	Registered in the Dublin Trade and Companies Register under the number 752925594
Kit United SAS	Registered in the Paris R.C.S under the number 7375 339 1713
Online learning resources	
Thinqi	CDSM INTERACTIVE SOLUTIONS LIMITED (otherwise known as Thinqi) incorporated and registered in England and Wales with company number 03898047
Payment Processing Platforms Facilitate secure transactions and payment processing like Eventbrite or Stripe	
Communication Platforms Enable real-time communication and collaboration like Zoom or Microsoft Teams	
Event Management Platforms Organise and manage events, including ticket sales and attendee registration like Eventbrite, Meet	
Media Sharing Platforms Share and manage photos and media content like Flickr, Instagram or LinkedIn	

## Addendum A – Protection from Illegal Content

### 1. How we protect you from illegal content

1.1. This provision sets out what we do to protect you from illegal content.

1.2. For the purposes of this section “Priority Illegal Content” has the meaning ascribed to it by the OSA , including:

- terrorism content
- child sexual exploitation and abuse (CSEA) content
- other priority illegal content that amounts to an offence listed in Schedule 7 of the Online Safety Act 2023 ‘OSA’ (including content relating to assisting suicide, threats to kill, public order offences, harassment, stalking and fear or provocation of violence, drugs and psychoactive substances, firearms and other weapons, assisting illegal immigration, human trafficking, sexual exploitation, sexual images, proceeds of crime, fraud, financial services, foreign interference, animal welfare and offences relating to being involved in committing any of these offences).

1.3. We minimise the risk of individuals encountering or being harmed by Priority Illegal Content through the LBS Alumni Digital Platforms and the length of time for which terrorism content, child sexual exploitation and abuse content, and other Priority Illegal Content is present on the platforms by:

- when we are alerted or otherwise become aware, swiftly removing illegal content
- operating clear reporting mechanisms (as outlined in these terms and conditions of use)
- graduated enforcement against offending users (such as content removal, feature suspension, account restriction/suspension of alumni benefits including access to Alumni Digital Platforms).

### 2. What content and behaviours you should report

You can report or complain about the following content and behaviours by following the procedure set out in clause 12 of these Terms and Conditions:

- Content you consider to be illegal
- When you think we are not dealing with illegal content or activity as we should
- Where you think our content reporting systems and processes do not easily let users report content they believe to be illegal
- When you think we have insufficiently considered the importance of protecting users' rights to freedom of expression or privacy
- Where your content has been taken down on the basis that it is illegal

- Where we have given you a warning, suspended, banned or restricted you in any way as a result of your content which we consider to be illegal content
- Technology we use results in your content being taken down, access-restricted or deprioritised and you think the technology has been used in a way not set out in our terms of service.

### 3. User Obligations (Illegal Content)

3.1. You **must not** create, upload, share, or facilitate content or activity to Alumni Digital Platforms that:

- Advocates, depicts, or facilitates terrorism;
- Involves CSEA or solicits sexual exploitation;
- Comprises threats to kill, stalking/harassment, fraud, human trafficking, or any Priority Illegal Content;
- Is otherwise illegal under UK law.

3.2. You agree to **report** suspected illegal content promptly using our reporting tools (outlined in the complaints procedure in section 12) and not to re-upload content that has been removed.

### 4. Disclosures to Ofcom

We may be subject to oversight by Ofcom in accordance with the Online Safety Act 2023 . This may include providing information to Ofcom where legally required.

### 5. Restricting access to your Content or suspending or banning your use of the Alumni Digital Platforms

5.1. If we restrict access to any content you generate or upload to or share on our service in a way that breaches these terms of service, you have a right to bring a claim against us for breach of contract.

5.2. If we suspend or ban you from using our service in a way that breaches these terms of service, you have a right to bring a claim against us for breach of contract.

### 6. Contact & Escalation

For safety-related matters under this Addendum, contact - [alumnirelations@london.edu](mailto:alumnirelations@london.edu)