

Privacy Notice for Events

This Events Privacy Notice (together with our [Website Privacy Policy](#), [Acceptable Use Policy](#), [Cookie Policy](#) and any other documents referred to) sets out how London Business School will process your data when you register online to attend our events, when you attend our events in person or virtually and, your rights in relation to the data we hold about you.

We, London Business School, are the Data Controller of any Personal Data collected as a result of you registering and attending our events. This means we can only use your data as set out herein or in our [Website Privacy Policy](#) and are responsible for safeguarding your Personal Data in accordance with the UK General Data Protection Regulation (UK GDPR), as tailored and implemented by the Data Protection Act 2018, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and associated data protection legislation.

How is your personal data collected for events?

London Business School collects your personal data from the following sources:

- **from you**, typically when you:
 - complete forms in relation to attending an event
 - attend and participate in an event
 - interact with one of our employees (or representatives) during or regarding an LBS event (for example when you sign up to a mailing list or enter a competition)
 - complete our surveys or feedback forms
 - communicate with us by post, email, online 'contact us' page, social media, telephone or another format
 - visit London Business School's website, including when you search, register or use our online ticketing portals or sign-up for an event.
- **from third-parties**, such as:
 - promotion and ticketing agencies who sell or process ticket orders on our behalf
 - a third party (i.e. your employer) who may register your details with us
 - our website, webinar, ticketing and sign-up platform providers
 - publicly available sources when researching and creating biographies of speakers and key attendees.

What categories of Personal Data is collected?

We collect the following categories of personal data when you register or attend our events:

- **Identification, background and contact details**
 - biographical information such as your name, title, gender, nationality, country of residence and date of birth
 - your image, audio and likeness (as captured on a webinar, in photographs or on recordings we make of the Event, and on CCTV where the Event is hosted at our premises)

- your contact details including address, email address, online chat or social media account details and phone number
- your qualifications, professional experience and institution or employer (where this is relevant to an Event).

Online and transactional

- details of your IP address when you visit our website
- events that you have attended in the past or for which you are registered to attend in the future
- payment details and your financial transactions in relation to Events
- records of communications sent to you by London Business School or received from you
- We may also collect the following special categories of personal data where it is necessary for the purposes set out in this Notice (please also see the section in our [Privacy Policy](#) on Special categories of personal data for details about how we process this data)
- information concerning your health and medical conditions (e.g. disability and dietary needs)
- criminal acts caught on our CCTV cameras; and
- diversity information about your racial or ethnic origin; religion or similar beliefs; and sexual orientation.

How will we use your Personal Data?

By booking an event online, you consent to London Business School processing your personal data as follows:

- to communicate with you regarding the specific event for which you registered
- for our internal reporting purposes
- for monitoring our compliance with equal opportunities legislation
- as reasonably necessary for the management and organization of the specific event for which you registered i.e. to co-organisers of the event i.e. caterers or other third parties for which you consent to disclose your personal data in connection with the specific event
- for any other purpose to which you consent in connection with the specific event, and
- to share information about and invite you to future London Business School events.

Third-Party Promotion and Ticketing Agencies

We sometimes use promotion and ticketing agencies to support us with our event promotions and bookings. You will be notified of any third-party promotion and ticketing agency when we share the event joining instructions and/or confirmation of your booking and/or event communications. Please be aware that these third-party promotion and ticketing agencies are not owned or managed by London Business School. They will process your Personal Data (including any personal data you may submit by registering to attend our event via their site) outside of the

European Economic Area. Please only submit any personal data which you are happy to have processed in this way. You should refer to the applicable organisation's privacy policy so you know how they will use your personal information, a link to which will be shared with the event joining instructions and/or confirmation of your booking and/or event communications.

Alternative booking Process

If you would like to attend one of our events but do not wish to register online, please contact the event organiser directly. Contact details for each event are provided on the event booking page or within the email invitation received.

Audio and Visual Recording, Live Streaming and Photography

During our events, we may take photographs and/or audio-visual recordings and/or carry out live-streaming. Audio and visual recordings and live streaming are effective media for enhancing London Business School's communications and marketing activities as well as enhancing the quality of our event participants' experience.

Photographs, videos or recordings will be stored in our assets library and databases. We will never share or sell your data to any third parties to use for their own commercial purposes. Though, we may share your data with companies who provide services to us, such as for printing, web hosting, asset management.

- **What is the legal basis for Audio and Visual Recording, Live Streaming and Photography?**

The GDPR requires us to establish a legal basis for processing your information. For the purpose of this privacy notice the processing is covered under GDPR Article 6 (1)(f) where the processing is necessary for your legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. We do not need to ask permission to record an event or take photography, either on London Business School Campus or if the event takes place online – except where the use of photography or video could be deemed to put data subjects at greater risk (e.g., when used in medical settings, involving children or vulnerable persons) and/or falls outside of the ordinary running/functions of London Business School. If the latter applies, London Business School will always obtain the consent of the relevant person (or their parent or guardian where applicable).

- **Can you opt out of being recorded?**

If you do not wish to be recorded or photographed, please contact the event organiser, details of which are contained in the event invitation, or notify the team at the event check-in desk. We will then make sure that you are not in view of the camera or and you could choose not to speak during the event or ask a question to prevent (or limit) recordings being made. We will also try to edit you out of recordings and photographs where reasonable and use all reasonable measures to ensure that you do not feature in any media.

Retention

We will only retain your data for as long as we need it to meet our purposes, including any relating to legal, accounting, or reporting requirements, where you have requested to receive further

information from us and/or whether you have asked us to keep you informed about future Events.

Where we store your data

We store and use your data on London Business School premises and data stores within the United Kingdom, in both a manual and electronic form. Electronic data may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"), for example, when we communicate with you using a cloud-based service provider that operates outside the European Economic Area (EEA) such as Zoom, Cvent, Survey Monkey, MailChimp, Qualtrics, Eventbrite or social media platforms. Transfers of personal data to the EEA are based on the adequacy decision made by the UK Government in respect of data protection safeguards in the EEA, where you will enjoy similar rights under data protection law.

Your rights in relation to your data

You have following rights:

- **Request access to your data:** You have the right to request a copy of the personal information LBS holds about you, except where releasing that information would breach another person's privacy or where an exemption applies, and to have any inaccuracies corrected.
- **Request correction of your data:** You have the right to have any incomplete or inaccurate data that we may hold about you corrected. You can do this in two ways: by updating your profile online or by contacting the Data Protection Officer at dpo@london.edu
- **Request erasure of your data:** This enables you to ask us to delete or remove all or some of your personal data from our records where there is no good reason for us to continue to process it.
- **Right to restrict processing:** You have the right to 'block' or suppress processing of your personal data. When processing is restricted, we're permitted to store the personal data but not further process it. We can retain just enough information about you to ensure that the restriction is respected in future.
- **Right to data portability:** You have the right to obtain a copy of your personal data so that it can be reused for your own purposes in another IT environment.
- **Right to object to processing:** You have a right to object by withdrawing your consent at any time.

Further information about your rights is set out in our [Website Privacy Policy](#) and available from the Information Commissioner's Office (ICO), here: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>.

If you wish to exercise any of the above requests or have a query about how we process your data, you must make such request in writing. Please address requests and/or queries to the Data Protection Officer, London Business School, Regent's Park, London, NW1 4SA, United Kingdom, or email: dpo@london.edu.

If you are not happy with the way your information is being handled by us, or with the response received from us you have the right to make a complaint to the ICO:

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Cheshire

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United Kingdom

Tel: +44 (0)303 123 1113 Web: jco.org.uk