



1. Introduction

This privacy notice sets out how LIPA collects, uses, and protects personal data relating to alumni in accordance with the General Data Protection Regulation (GDPR).

2. Data Controller

LIPA is the data controller responsible for the personal data held within our systems.

4. The Personal Data We Collect

LIPA may collect and process the following personal data about our alumni:

- Names (present and former), email address, postal address, telephone number, social media handles
- Details of your studies and extracurricular activities while at LIPA
- Details of any employment, internships or other opportunities you may have been offered as a result of your association with LIPA
- Details of employments (past, present, future), accolades, awards that you share with us or that are publicly available
- Details of any donations you may have made to LIPA
- Details of any support given to you by LIPA including loans and grants
- Information about events you may have attended, including photos or video recordings of you, taken at these events

5. How We Use Your Personal Data

We may use your personal data for the following purposes:

- To keep you informed about alumni events, opportunities and fundraising initiatives
- To administer alumni benefits, such as access to our facilities and services
- To update our records and contact details

- To acknowledge donations made to LIPA
- To improve and develop our alumni relations activities
- To facilitate contact between alumni, current students and staff for collaboration and networking opportunities

6. Lawful Basis for Processing Your Personal Data

The lawful basis for processing your personal data is:

- Your consent, where you have provided it. This can be revoked by emailing alumni@lipa.ac.uk
- Our legitimate interests in maintaining contact with our alumni community and developing our alumni relations activities
- Our legal obligations, such as keeping accurate records for financial and tax purposes

7. Data Sharing

We may share your personal data with third parties, including:

- Our service providers, such as website hosts, email marketing platforms and event management platforms, who process your personal information on our behalf
- Other educational institutions or organizations, where we have a legitimate interest in facilitating alumni networking opportunities or collaborations

If we share your personal data with a third party located outside the European Economic Area (EEA), we will ensure that appropriate safeguards are in place to protect your data, such as standard contractual clauses or binding corporate rules.

8. How we protect your data

We have implemented appropriate technical and organizational measures to protect your personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access, and against all other unlawful forms of processing. These measures ensure an appropriate level of security and confidentiality for your personal data.

9. Retention of Your Personal Data

We will only retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting, or reporting requirements. We will securely dispose of your personal data when it is no longer needed.

10. Your Rights

Under the GDPR, you have the following rights:

- The right to access your personal data
- The right to rectify any inaccuracies in your personal data
- The right to erasure of your personal data
- The right to restrict processing of your personal data
- The right to data portability
- The right to object to processing of your personal data

If you wish to exercise any of these rights or have any questions about how LIPA processes your personal data, please contact us using the details provided below.

11. Contact Details

If you have any questions about this privacy notice or how LIPA processes your personal data, please contact:

Data Protection Officer
LIPA
Mount Street Liverpool
L1 9HF
Email: dpo@lipa.ac.uk