



THE LIVERPOOL INSTITUTE  
FOR PERFORMING ARTS

## LIPA Alumni Privacy Notice

We are committed to protecting and respecting your privacy.

### **Purpose of this notice**

This notice explains why and when our alumni and marketing team collect personal information about you, how we use it, why we may disclose it to others and how we keep it secure.

We aim to be clear when we collect your data and not to do anything you would not reasonably expect.

We promise to treat your information with respect and to keep it safe. We will routinely carry out impact assessments to ensure the way in which we use your data is fair.

### **Reasons why we collect and process your personal information**

We are obliged to provide statutory returns to the Higher Education Statistics Agency (HESA).

We also provide alumni services as part of our long-term commitment to you so that we can continue to support each other.

Our services to you include:

- Facilitating contact between alumni, current students and staff so you can continue to collaborate and network in the same spirit that you did when you were a student here. This should be mutually beneficial, helping you, fellow graduates and students to achieve sustained work and helping us to improve our teaching and learning.
- Alumni reunion events so you can continue to network with each other.
- The opportunity to apply to funds that might help you to set up or grow your own company or cultural venture.
- Benefits, which we negotiate for our alumni (such as continued use of our LRC collection for reference).
- Keeping you informed about courses, news and activities happening here that we think may be relevant to you.
- Keeping you informed about career outcomes of graduates.
- Keeping you informed about ways you can give back to current students, such as presenting at one of our See Me Now conferences, or potentially assisting us with fundraising or lobbying.
- Keeping you informed about job vacancies here that may interest you, including work with young people to get them interested in studying here.
- Passing on information about job vacancies from fellow graduates.

A service we ask you to undertake for us is to complete one of our own graduate outcome surveys. We exist to help our graduates achieve sustained work as performers and those who make performance possible. To demonstrate that we are achieving this, we need to make contact with our graduates to gather statistics on long-term employment outcomes. You were told about this by our CEO when joining us and at graduation.

We may also contact you so we can proudly share your career successes to help us market ourselves by news stories, social media, our website, prospectus and other media. We will get your agreement before publishing such information about you.

### **Where do we get your personal data from?**

We obtain personal data about you from the following sources:

- From our central student records system. This includes information you provided to us (e.g. via UCAS, directly to us or by Liverpool John Moores University) during the course of your study.
- Official government bodies/agents such as HESA
- Third parties, for instance our staff or other graduates
- Data you provide when you:
  - Complete your graduation registration form
  - Complete and return surveys or response forms, such as contact preference forms (by mail, email, phone or our website)
  - Register to attend an alumni-related event
  - Complete one of our graduate outcome surveys
  - Conduct an interview with us for inclusion in one of our marketing publications
- Information available publicly. This may include information found in places such as Companies House and information that has been published in articles/newspapers or on social media.

### **What personal data do we collect about you?**

- Information that can be used to identify you as an individual: your title, name (including former name or alias), gender, date of birth.
- Contact information (both current and past): your address, telephone, email, social media details.
- Information about your education record (i.e. year of study and degree award) and qualifications studied before joining us.
- Your career and future study details.
- Your relationships with other alumni, if you have supplied these.
- Events you have been invited to and whether or not you have responded or attended.
- Your donations of time, expertise or money.
- Images taken by us or supplied by you or a third party with your consent.
- Sensitive data about ethnicity and disability, where this has been collected for equality monitoring.
- Data about your earnings where you have supplied this as part of a HESA survey.

We may also collect information on your career highlights and other lifetime achievements announced in the media or online.

We keep a record of interactions with you for future reference and to help tailor further communications with you; as part of this, some emails we send may record whether the email has been opened and whether any links have been clicked on.

As with most websites, certain actions you take will be recorded anonymously as cookies by our websites. We don't currently gather any personal information on how you use our website through the use of cookies. You can view our full cookies policy [here](#).

This website uses Google Analytics tracking codes to measure performance enabling us to enhance and improve services for our audiences. However, we do not collect personally identifiable information (PII) as all data collected is anonymous. For full details on how Google Analytics works, please visit [Google Analytics Terms of Service](#). If you do not want Google Analytics to use your data, then please visit [Google Analytics opt-out browser add-on](#).

### **How do we protect your information?**

Your data is held securely here. Access is strictly controlled and staff receive training to ensure that unauthorised or unlawful processing of personal information, accidental loss or destruction of, or damage to personal information does not occur. This is done in accordance with our ICT Security Policy.

To boost functionality and efficiency, we may, on occasion, employ external IT experts to help develop our systems. They may have access to information, which is necessary to complete specific tasks. All experts will provide their services in accordance with our instructions. In particular, they will be required to respect information and data security. If they need to temporarily hold any data to fulfil tasks, that data will be held securely, used only for the agreed purpose, kept for only as long as necessary and then destroyed.

### **Who do we share your personal information with?**

We will not sell or share your data to third parties for commercial purposes. We may, however, share some of your data with the following:

- **Higher Education Statistics Agency**

All UK universities are obliged to give contact details of recent graduates to HESA to conduct a survey of graduate destinations.

Graduates will be contacted 15 months after graduation as part of their Graduate Outcomes survey.

[https://www.hesa.ac.uk/files/HESA\\_Student\\_Collection\\_Notice\\_2017-18.pdf](https://www.hesa.ac.uk/files/HESA_Student_Collection_Notice_2017-18.pdf)

This survey helps to inform government policy. It is also used in calculations for university league tables and by the universities themselves to assess the longer-term impact of the student experience. The data is provided to HESA solely for this purpose. All recent graduates to whom this applies will be given the option to opt out of the survey when they are first contacted.

- **Mailing houses**

We may share your contact information including your course information with approved companies for sending out mailings, such as newsletters, on our behalf.

### **Keeping your data up to date**

We will continually update the data we hold on you. We may contact you to check that this data is up-to-date.

For example, if you provide us with new contact details or change your details on websites managed by us, such as the alumni section of our main website or social media sites such as LinkedIn. We will respond to your request for your data to be updated.

### **Retention of your information**

We see our relationship with you as lifelong. Generally, we will look to retain your personal data until you ask us to remove it from our records.

If you decide that you no longer wish to remain on our database, we will delete all your data from our alumni database.

## **Your rights**

- You are entitled to obtain a copy of the data we hold about you.
- You can request changes to be made to incorrect information.
- You can ask for information to be deleted or blocked if you think that we shouldn't be processing that information or are processing it incorrectly.
- You can withdraw your consent for us to hold certain data about you, or to contact you with our communications at any time.
- You have the right to complain about how we process your data.

## **Who to contact with queries or to request access or changes to your records**

To access data we hold about you or to request changes to this, please contact [alumni@lipa.ac.uk](mailto:alumni@lipa.ac.uk), in the first instance.

If you have any concerns with regard to the way your personal data is being processed or have a query about this notice, please contact our Data Protection Officer, by email at [dataprotection@lipa.ac.uk](mailto:dataprotection@lipa.ac.uk) or write to Data Protection Officer, The Liverpool Institute for Performing Arts, Mount Street, Liverpool, L1 9HF, UK

Our telephone number is +44 (0)151 330 3000.

Our data controller registration number provided by the Information Commissioner's Office is Z6969982

Last updated: 12/03/2019