

## **London School of Hygiene & Tropical Medicine Privacy Notice for Mailing List Recipients**

London School of Hygiene & Tropical Medicine (a higher education institution established by Royal Charter and an exempt charity with registration number RC000330) of Keppel Street, London, WC1E 7HT, is a data controller for the purposes of the Data Protection Act 1998 and the General Data Protection Regulation (GDPR). The School undertakes to treat your personal data in accordance with these data privacy laws.

This privacy notice together with our [Data Protection Policy](#), guidance, and any additional documents referred to within them, explains how we process your personal data. Please read this notice carefully. If you have any questions in relation to the School's processing of your personal data, please contact the Data Protection Officer on [dpo@lshtm.ac.uk](mailto:dpo@lshtm.ac.uk).

This privacy notice applies to recipients of communications who signed up to mailing lists managed by the School, whether by providing details online, or by providing information by other means including email, post or telephone, or at one of the School's events. We will only contact you about the specific campaigns you have indicated that you are interested in, for example, a specific funding campaign, research centre, project, disease or country.

The School has to process and retain certain personal data relating to you, to be able to provide this information.

### **How we obtain data about you**

We receive data relating to you when you provide it to us by web interface, email, paper form or orally by telephone or at one of our events.

### **What Personal Data we process about you**

We may process the following categories of data about you:

- Personal contact details such as name, title, addresses, telephone numbers, and personal email addresses;
- Job title and organisation;
- Dietary requirements;
- Access requirements.

We may also collect, store and use the following "special categories" of more sensitive personal information:

- Dietary requirements;
- Access requirements.

### **Purposes of Processing**

The School processes these personal data about you so that it can provide you with information that you have indicated you would like to receive from us. We may occasionally provide you with information that we believe is directly related to the information you have indicated you would like to receive from us. We may also offer you options to receive further types of information from us.

### **Legal Basis for Processing Your Personal Data**

#### Legitimate interests

Under the new data protection law starting in May 2018 we have a number of lawful reasons that we can use (or 'process') people's personal information. One of the lawful reasons is called "legitimate interests".

Broadly speaking "legitimate interests" means that we can process your personal information if:

- we have a genuine and legitimate reason; and
- we are not harming any of your rights and interests

This means that when you provide your personal details to us we use your information for our legitimate business interests to carry out our work raising awareness of our work in the specific area you have indicated an interest in. Before doing this, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for continuing to make you aware of direct marketing, enhancing, modifying or improving our services, and determining the effectiveness of our campaigns and fundraising.

We use various ways to achieve our [mission and strategy](#): we believe that people who share our values would love to know how to support us. We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, service and products and provide the best and most secure experience. These are what we consider to be our "legitimate interests".

#### Your consent

Occasionally, we may need to process your data on the basis of your consent. If this happens, we will seek your consent to process your data for that purpose. We will explain to you how you can withdraw your consent at the time of you giving it. If you do withdraw consent, this will not affect the lawfulness of processing based on your consent before your withdrawal.

#### **Our interests**

The following are some examples of when and why we would use this approach in our work:

Direct Marketing: We will send postal and email marketing communications which further the aims and objectives of the School. We will also make sure our marketing is relevant for you, tailored to your interests.

Fundraising: Where you have expressed an interest in our fundraising campaigns, we will contact you by post, email and/or telephone, based on any preferences you have indicated to us.

Booking online: In order for us to process a booking, contact information has to be collected.

Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our supporters.

Analytics: To process your personal information for the purposes of analysis, assessment, profiling and direct marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

Research: To determine the effectiveness of campaigns and marketing, and to develop our services, systems and relationships with you.

Due Diligence: We may need to conduct investigations on potential donors to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

We will also hold information about you so that we can respect your preferences for being contacted by us.

### **Your interests**

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Please see our [Data Protection Policy](#) for more information.

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by using our contact information in each email we send to you.

### **Transfers of personal data outside the EEA**

Occasionally we partner with international organisations to plan and deliver conferences and other events overseas. If these events are directly relevant to the interests you have expressed in our work, we may share your information with such a partner, for the sole and specific purpose of that event.

When we share your personal data with a partner in this way, we may do so using cloud computing solutions, and/or we may transfer your personal data to a recipient outside of the European Economic Area. Where we do this, and the recipient is in a country which the European Commission has decided does not have adequate data protection laws, we will make sure that appropriate safeguards are in place to protect your information and your rights under privacy law.

### **Retention of your personal data**

We will hold your personal data for the time specified in our data retention schedules, or if there is no such time specified, for a reasonable time. This may mean that we retain your information indefinitely, until you tell us you no longer wish to receive the information, or until the area of the School's work you are interested in comes to an end. We will aim to keep your contact information up-to-date and if we become aware that it is out of date and cannot be updated we may at that time delete your data.

### **Contact details for queries**

If you want further information about how your personal information is used or want to correct, restrict or erase personal details, please consult [www.lshtm.ac.uk/dpo](http://www.lshtm.ac.uk/dpo) or [dpo@lshtm.ac.uk](mailto:dpo@lshtm.ac.uk).