

Marketing Request Privacy Notice

General statement

Liverpool School of Tropical Medicine (LSTM) is committed to ensuring that your privacy is protected and will only process personal data in accordance with the current data protection legislation which from 25 May 2018 will be the General Data Protection Regulations. Any personal information you provide to us will only be used in accordance with this privacy statement.

Purpose

We collect your personal information to fulfill your request for more information about our courses. This includes providing details on course content, admission requirements, fees, and other related services that might interest you.

What information is being collected & what is the legal basis for collecting the data?

To process your request for more information about our courses, we will typically ask for your:

- Name
- Contact information (such as email address, telephone number)
- Area of interest or specific courses you are interested in
- Any specific questions you have regarding our courses or services

Additionally, we may collect data regarding how you interact with the information we send you, to help us improve our future communications.

How is the information collected?

Information is likely to be collected in the following ways:

- When you request more information from a website

How the information is being used, stored and protected?

Your personal data is used exclusively to manage your request for more information about our courses, which includes:

- Providing you with the information you have requested
- Tailoring the information to your interests, based on the details you have provided
- Contacting you to follow up on your request
- Improving our course offerings and communication strategies based on feedback and interactions

We will not use your data for any other purposes without obtaining your explicit consent first.

Who will the information be shared with?

Your personal information is treated as strictly confidential and will not be shared with any third parties for marketing purposes without your explicit consent.

To distribute information and manage communications, we may use third-party service providers. We ensure all such providers are compliant with UK GDPR and the Data Protection Act 2018, and we have agreements in place to guarantee the secure and confidential handling of your data.

LSTM will never sell or trade your personal data.

Retention of data and updating your information

LSTM will keep your personal information for as long as necessary to fulfill your request for course information and for a reasonable period afterward to deal with follow-up queries or feedback. After this time, your data will be securely deleted or anonymized.

Your rights and how to find out what information we hold about you

As a person whose personal data we are processing, you have certain rights in respect of that personal data under the GDPR, e.g.:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure (to be forgotten)
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling

You also have the right to complain to the [Information Commissioner's Office](#) about the way in which we process your personal data.

If you wish to exercise any of the rights above, please get in touch via the contact details below.

How to contact us

If you wish to exercise any of these rights, including making a subject access request for information held by LSTM please contact us at: dataprotection@lstmed.ac.uk

General queries about data protection at LSTM should be directed to:

The Data Protection Officer
Liverpool School of Tropical Medicine
Pembroke Place
Liverpool
L3 5QA