

**South Bank University Enterprises Ltd ('SBUEL') and London South Bank  
University Privacy Notice - for Skedda Calendar bookings**

**Purpose of this Privacy Notice:**

We, South Bank University Enterprises Ltd of 103 Borough Road, London, SE1 0AA telephone number: 020 7815 7815 are the data controller for personal data relating to you that we process.

This Privacy Notice explains how we will process your personal data. South Bank University Enterprises Ltd is registered as a data controller with the Information Commissioner's Office, our data controller registration is Z7358971 and our registration can be viewed at <https://ico.org.uk/about-the-ico/what-we-do/register-of-data-controllers/>.

Amendments may be made to this Privacy Notice.  
This Privacy Notice was last updated in July 2021.

Skedda's privacy policy for venue users is available at:  
<https://support.skedda.com/en/articles/663173-privacy-policy-for-venue-users>

To note - since 1 January 2021 and in a UK context, it is primarily the UK General Data Protection Regulation ('UK GDPR') which is applicable.

**"Personal data"** refers to information relating to a living, identifiable individual. It can also include "special categories of data", which is information about your racial or ethnic origin, religious or other beliefs, and physical or mental health, the processing of which is subject to strict requirements. Similarly, information about criminal convictions and offences is also subject to strict requirements.

**"Processing"** means any operation which we carry out on your personal data e.g. obtaining, storing, transferring, and deleting.

**Your personal data**

This Privacy Notice explains how we, South Bank University Enterprises Ltd ('SBUEL') and London South Bank University use personal data from those data subjects who have made or are covered by (where for example someone else makes a booking which includes them) Skedda Calendar bookings. Skedda is an online booking calendar.

**Who does this privacy notice cover?**

This privacy notice covers personal data of those data subjects who have made or are covered by (for example where someone else makes a booking which includes them) Skedda Calendar bookings. Skedda is an online booking calendar. The bookings made here cover:

- 3 rooms at the Clarence Centre as business conferencing facilities

- Office desk space for REI staff, student, graduate and tenant hybrid working environment

There is further information on 'data protection' responsibilities for both 'The Hirer' and also for 'SBUEL' at clause 10 of the SBUEL 'HIRE AGREEMENT'. Please note that the SBUEL hire agreement only applies to the 3 ground-floor business conferencing facilities, not office desk space.

### **What personal information do we collect?**

Standard information is collected in Skedda and imported to SBUEL's existing REI (Research, Enterprise and Innovation) CRM, HubSpot:

- Full name
- Email address
- Contact number
- Company name
- Company number

Custom information collected per booking: this is collected for compliance with the external speaker policy and is not used for any other purpose -

- Does the event include controversial content?
- Is the event open to the public (including students)?
- Is the event advertised externally? If so, where?
- What topic/s will be covered?
- Please list who will be speaking at the event?
- Please list the email addresses of who will be speaking at the event?
- Please provide web address/es for bios (e.g. linkedin profiles) who will be speaking at the event.

We also collect a limited amount of information about REI staff, students, graduates and tenants who are invited to use Skedda to book office desk and meeting room space at the Clarence Centre: name and email address

### **Why are we collecting your personal data/what are we doing with it (purposes)? What legal basis are we relying on for the processing?**

"We only process data for specified purposes and if it is justified in accordance with Data Protection Law. In general terms, we process your personal data for Skedda Calendar bookings under the 'legal basis' (lawful basis) of

- 'Contract' - for the business conferencing facilities; or
- 'Legitimate interests' - covering for example communications, engagements and interactions between SBUEL and you"; or
- 'Public task - covering the booking via Skedda of office desk space for staff and students".

When processing personal data of an enquirer or prospective applicant who is a child under 18 years of age, we will identify the risks and consequences of the processing, and put age appropriate safeguards in place including making sure they understand what they're consenting to if we rely on consent as a legal basis.

### **Do we use any automated decision making or profiling?**

Automated individual decision-making means making a decision solely by automated means without any human involvement. Profiling means the processing of personal data to evaluate certain things about an individual. We may use automated or manual analyses including segmentation or profiling to link data together to send you communications which are relevant and timely, to identify opportunities which may be of interest to you and to avoid approaching you with opportunities which are not of interest and provide you with an experience which is appropriate for you. We will not make any significant decisions about you based solely on automated-decision making.

### **Who do we share your personal data with? What data do we share?**

On occasion we may need to share your data internally, both the standard and custom information mentioned above.

### **How are we protecting your personal data?**

Your personal data is held securely on Skedda. Client and tenant information from Skedda is transferred to Hubspot (in terms of name, email address and organisation etc). Hubspot is a CRM already in use in REI (Research, Enterprise and Innovation). Link to Hubspot's privacy policy is here: <https://legal.hubspot.com/privacy-policy>

All data is accessible by a limited number of LSBU staff who have restricted access with levels of security permissions. Where data is not held on our servers, we use systems that are secured cloud based, and password protected. The data housing and management systems are compliant with ISO 27001 which is the international standard that describes best practice for an ISMS (information security management system) this meets local and global security laws such as the NIS Directive and the GDPR. We do not sell your personal data to third parties under any circumstances, or permit third parties to sell on the data we have shared with them. SBUEL and London South Bank University are committed to working in a transparent, ethical, responsible and honest way.

### **Your rights as a data subject**

As a data subject, you have the following rights in relation to your personal data processed by us:

- to gain access to your personal data;
- to rectify inaccuracies or where appropriate, given the purposes for which your data is processed, the right to have incomplete data completed;
- to have your personal data erased. This is a limited right which applies, among other circumstances, when the data is no longer required or the processing has no legal justification. There are also exceptions to this right, such as when the processing is required by law or in the public interest;
- to object to the processing of your personal data for marketing purposes;

- to object to the processing of your personal data when such processing is based on the public interest or other legitimate interests, unless we have compelling legitimate grounds to continue with the processing;
- to restrict the processing of your personal data. This is a limited right which will apply in specific circumstances and for a limited period;
- to ask for the transfer of your data electronically to a third party; and
- to not have decisions with legal or similar effects made about you solely using automated processing (including profiling), unless certain exceptions apply.

### **How long is your personal data kept?**

Personal data held within our CRM and Engagement Platforms will be kept until there is no longer a legal basis for holding it, until you object to the processing of your data or until you withdraw your consent.

If you ask us to delete your personal data, we will continue to maintain a core set of personal data comprising very brief information to ensure that we do not inadvertently contact you in future.

### **Exercising your rights, queries and complaints**

For more information on your rights, if you wish to exercise any right or for any queries you may have or if you wish to make a complaint, please contact our Data Protection and Information Compliance Officer: Joe Dilger - Data Protection and Information Compliance Officer, Address: London South Bank University/SBU, 103 Borough Road, London, SE1 0AA Email: [dpa@lsbu.ac.uk](mailto:dpa@lsbu.ac.uk).

### **Complaints to the Information Commissioner**

You have a right to complain to the Information Commissioner's Office (ICO) about the way in which we process your personal data. You can make a complaint on the ICO's website <https://ico.org.uk/>

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*Document dated: 29 July 2021.*

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