

Personal data records

Department	Purpose of processing	Types Personal data collected	Retention period
Marketing (Recruitment)	Communications with prospective students (pre-application)	Name, contact details, date of birth, subject of interest	3 years
Marketing (Recruitment)	Communications with applicants (application to enrolment)	Name, contact details, subject applied for	18 months after relevant application cycle
Marketing (Admissions)	Admissions	Applicant personal details as per application form.	Permanent for name and date of birth
Marketing (Events)	Communications with external stakeholders	Name, contact details, email address, place of work	Reviewed annually