

APPENDIX 3 – MARKETING

Updated 23/07/2026

1. How and when we collect information about you, what we collect and how it may be used:

When you sign up to receive information from JMSU

Your data is provided to us via LJMU, with your permission, when you join JMSU.

We use your student email address to send you marketing information that we believe you would like to receive. We rely on our legitimate interest to process this data, in accordance with PECR.

2. When you sign up to an event

Information is provided by you via our third-party platform (Native) or in person during the events by paper forms. The information gathered may be name, email address, company name if applicable, payment details, reasons to engage, postal address, email address contact preference.

This information allows us to administer your sign up, process payments, and deal with any potential enquiry. We rely on the legitimate interest to process this data.

During these types of events, we may also take photographs and video recording of people attending where you may be included. This information allows us to highlight our work and have an effective external communication. We rely on our legitimate interest to process this data. If you are signing up to an event using a third party, please also refer to the privacy notice published on their websites.