



# Aspiring Media Limited

*aspiringm.com*

## Privacy Policy

Academic Year 2025–2026

### About This Policy

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Aspiring Media Limited is committed to protecting your privacy. This Privacy Policy explains what personal information we collect when you visit our website or engage with our services, how we use it, and what rights you have.

If you have any questions, please contact us, our details are in Section 2.

**Please note**

*This policy applies to all personal information collected through [aspiringm.com](https://aspiringm.com), through our enquiry and service engagement processes, and in connection with our training and consultancy activities — including programmes delivered in partnership with LSMM.*

## 1. Introduction

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Aspiring Media Limited ("we", "us", "our") is a London-based media and training company. We are committed to being transparent about how we collect and use personal information, and to meeting our obligations under UK data protection law.

Where we deliver training programmes in partnership with London School of Management and Media (LSMM), each organization acts as a separate and independent data controller for its own processing activities. This policy covers Aspiring Media Limited only. For LSMM's data practices, please refer to [lsmmedu.uk/privacy](http://lsmmedu.uk/privacy).

## 2. Who We Are

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Aspiring Media Limited is the data controller for the personal information we collect and process.

<b>Company Name</b>	Aspiring Media Limited
<b>Address</b>	4 Brooke House, Brooke Way, Bushey, WD23 4JW.
<b>Email</b>	director@aspiringm.com
<b>Telephone</b>	+44 749 809 7860
<b>Website</b>	aspiringm.com
<b>Companies House</b>	13397645
<b>Data Protection Contact</b>	

## 3. What Information We Collect

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We only collect information that is necessary for the purpose it is being collected. Depending on how you engage with us, this may include:

### Information you give us directly

- Full name
- Email address
- Phone number
- Organisation name and job title
- Postal address
- Enquiry details and messages submitted through our website or by email
- Information provided when registering for a training programme or service
- Any other information you choose to share with us

### Information we collect as part of training delivery

- Attendance and participation records

- Assessment or feedback submissions
- Progress and performance notes
- Communications during and after programme delivery

### **Information we collect automatically when you visit our website**

- IP address and device type
- Browser type and operating system
- Pages visited and time spent on each page
- How you arrived at our website
- Cookie data, see Section 9 for full details

## **4. How We Use Your Information**

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We use your personal information only for the purposes for which it was collected. This includes:

- Responding to your enquiries and providing information about our services and programmes
- Delivering and administering training programmes and consultancy engagements
- Managing our working relationship with clients and partner organisations
- Sharing relevant information with LSMM where programmes are delivered in partnership, only what is necessary for delivery purposes
- Meeting our legal and regulatory obligations
- Improving our website based on how visitors use it
- Sending you relevant updates about our work only where you have given us permission

We will never use your information for purposes that are incompatible with why it was originally collected.

## **5. Legal Basis for Processing**

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UK data protection law requires us to have a lawful basis for every use of your personal information:

<b>Purpose</b>	<b>Lawful Basis</b>
Responding to enquiries and providing information	Legitimate Interests, to respond to people who contact us
Delivering training programmes and services	Contract, necessary to perform our agreement with you
Sharing data with LSMM for jointly delivered programmes	Contract and Legitimate Interests, necessary for programme delivery

Purpose	Lawful Basis
Complying with legal and regulatory obligations	Legal Obligation
Website analytics (anonymised)	Legitimate Interests, to understand how our site is used
Sending marketing communications	Consent, only where you have opted in

Where we rely on consent, you can withdraw it at any time by contacting [director@aspiringm.com](mailto:director@aspiringm.com) or using the unsubscribe link in any email we send.

## 6. Who We Share Your Information With

We do not sell your personal information. We only share it where it is lawful and necessary, including with:

- London School of Management and Media (LSMM), where programmes are delivered in partnership, limited data is shared as necessary for delivery and administration
- IT and systems providers who support our operations, under data processing agreements
- Regulators or authorities where required by law
- Professional advisers (e.g. legal or financial) where necessary

### Partnership with LSMM

*Where you enrol on a programme delivered jointly by Aspiring Media Limited and LSMM, both organisations will hold and process relevant data as separate data controllers. LSMM's privacy practices are governed by their own Privacy Policy at [lsmm.edu.uk/privacy](http://lsmm.edu.uk/privacy).*

Any organisation we share data with is required to handle it securely and in accordance with UK data protection law. We do not routinely transfer data outside the UK.

## 7. How Long We Keep Your Information

We only hold your information for as long as is necessary. Our standard retention periods are:

Data Type	Retention Period	Basis
Enquiry and contact data	Up to 2 years from last contact	Legitimate Interests
Client and service records	6 years from end of engagement	Legal Obligation / Contract

Data Type	Retention Period	Basis
Training and programme records	6 years post-completion	Contract / Legal Obligation
Financial and tax records	As required by HMRC and statutory obligations	Legal Obligation
Marketing consent records	Until consent is withdrawn	Consent
Website analytics data	Up to 26 months (anonymised)	Legitimate Interests

At the end of a retention period, records are securely deleted or anonymised.

## 8. Your Rights

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Under UK data protection law, you have the following rights:

<b>Right to Access</b>	Ask us what information we hold about you and receive a copy
<b>Right to Rectification</b>	Ask us to correct any inaccurate or incomplete information
<b>Right to Erasure</b>	Ask us to delete your data where there is no longer a lawful reason to hold it
<b>Right to Restriction</b>	Ask us to limit how we use your information in certain circumstances
<b>Right to Portability</b>	Ask for your data in a structured, machine-readable format
<b>Right to Object</b>	Object to processing for direct marketing or on the basis of legitimate interests
<b>Right to Withdraw Consent</b>	Withdraw consent at any time where processing is based on consent

To exercise any of these rights, email [director@aspiringm.com](mailto:director@aspiringm.com) with the subject line 'Data Rights Request'. We will respond within one month at no charge.

If you are not satisfied with how we have handled your information, you can complain to the Information Commissioner's Office (ICO):

- Website: [ico.org.uk](http://ico.org.uk)
- Telephone: 0303 123 1113

## 9. Cookies

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Our website (aspiringm.com) uses cookies. Cookies are small text files placed on your device when you visit a website. They help the site work properly, remember your preferences, and give us information about how visitors use our site.

When you first visit our website, you will be asked to consent to non-essential cookies via a cookie banner. You can update your preferences at any time.

## Types of Cookies We Use

### Strictly Necessary Cookies

Essential for the website to work. These cannot be switched off and do not store personally identifiable information.

Cookie Name	Purpose	Type	Duration
session_id	Maintains your session as you browse	Strictly Necessary	Session
csrf_token	Protects against cross-site request forgery	Strictly Necessary	Session
cookie_consent	Remembers your cookie consent preference	Strictly Necessary	1 year

### Analytics Cookies

Help us understand how visitors use our website. All data is anonymized and we cannot identify individual users.

Cookie Name	Purpose	Type	Duration
_ga	Google Analytics: distinguishes unique users	Analytics	2 years
_ga_*	Google Analytics: maintains session state	Analytics	2 years
_gid	Google Analytics: distinguishes users (24-hour window)	Analytics	24 hours

### Functionality Cookies

Remember the choices you make to improve your experience. Not essential but making the site more useful.

Cookie Name	Purpose	Type	Duration
lang_pref	Remembers language or region preference	Functionality	1 year
ui_settings	Remembers display preferences	Functionality	6 months

### Third-Party Cookies

Some pages may include embedded content from third parties such as LinkedIn or YouTube. These providers may set their own cookies. We do not control these and recommend reading their privacy policies.

### Managing Your Cookie Preferences

You can control cookies through your browser settings. Most browsers allow you to view, block, or delete cookies. Blocking strictly necessary cookies may affect how the website functions.

<b>Google Chrome</b>	Settings > Privacy and Security > Cookies and other site data
<b>Mozilla Firefox</b>	Settings > Privacy & Security > Cookies and Site Data
<b>Safari</b>	Preferences > Privacy > Manage Website Data
<b>Microsoft Edge</b>	Settings > Cookies and site permissions

For more information visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [ico.org.uk](http://ico.org.uk).

## 10. How We Keep Your Information Safe

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We take data security seriously and have appropriate technical and organizational measures in place, including:

- Secure, encrypted systems and cloud storage
- Access controls so only authorized individuals can access personal data
- Staff awareness of data protection responsibilities
- Regular review of our security practices
- Secure disposal of data at the end of its retention period

If you have any concerns about the information you have shared with us, please contact us immediately at [director@aspiringm.com](mailto:director@aspiringm.com).

## 11. Changes to This Policy

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We may update this Privacy Policy from time to time. When we do, we will update the date shown at the top of this document. Your continued use of our website after any update means you have acknowledged the revised version.

## 12. Contact Us

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If you have any questions about this Privacy Policy or how we handle your personal information, please contact us:

<b>Company</b>	Aspiring Media Limited
<b>Address</b>	4 Brooke House, Brooke Way, Bushey, WD23 4JW
<b>Email</b>	director@aspiringm.com
<b>Telephone</b>	+44 749 809 7860
<b>Website</b>	aspiringm.com

To exercise your data rights, email [director@aspiringm.com](mailto:director@aspiringm.com) with the subject line 'Data Rights Request'.