

Last updated: June 2025

SME Academy Privacy Notice

This privacy notice tells you what to expect when Heathrow Airport Ltd (Heathrow) collects personal information about you when you use the SME Academy services or sign up to hear from us about the Academy. Heathrow is committed to protecting your personal information when use its services.

Whenever you provide such information we are legally obliged to use your information in line with all applicable laws concerning the protection of personal data, including the UK General Data Protection Regulation (UK GDPR).

What information will we collect about you?

When you complete the SME Academy form we will collect the following information about you:

- Name
- Business email address
- Contact number (optional)
- Name of the company you work for and information relating to your company.

How will Heathrow use the information it collects about me?

Heathrow will use your personal data for several purposes, such as to:

- Deliver our SME Academy support program.
- Provide and improve our SME Academy services.
- Respond to inquiries and support requests.
- Send relevant updates or communications about current and future SME Academy events (if you have opted in).

Your information will be stored and managed by the following recipients in order to deliver the SME Academy program:

- Heathrow colleagues who manage the program
- IT support partners
- Branduin Business Support Ltd colleagues (if you consent to us sharing your data with them).

Information processed within this Privacy Notice is done within the UK and the EEA.

How long will Heathrow keep my information?

We will only hold your information for as long as we do the SME Academy activities. Your information will be retained in a secure environment and access to it will be restricted according to the 'need to know' principle.

Data will be retained for 3 years after the last engagement with SME's who have expressed an interest, at which point an email will be sent to those who have not engaged with an email to advise them that they will be removed unless they respond with a positive email to remain on the mailing list.

We will not transfer or disclose your personal information, other than as identified in this Privacy Notice, to our trusted third-party suppliers, to the police, tribunals, courts, regulators, or other authorities to assist them with their investigations or requests or for us to report security incidents or suspected or actual unlawful acts and/or as may be otherwise required by law.

What rights do I have over my personal data?

Under UK GDPR, you have the right to:

- Access your personal data by making a subject access request
- Rectification, erasure or restriction of your information where this is justified
- Object to the processing of your information where this is justified
- Data portability

To exercise your rights please contact the Heathrow Data Protection Officer using the following contact details:

By Post - Data Protection Officer Heathrow Airport Limited, The Compass Centre, Nelson Road Hounslow Middlesex TW6 2GW

By Email - privacy@heathrow.com

From time to time, we may process personal data from EU residents. Whenever applicable, we have appointed an EU Representative to ensure that we continuously process your personal data in compliance with applicable laws and without undermining your statutory rights.

You can contact our EU Representative at HeathrowEURepresentative@eversheds-sutherland.com and write EU Representative as subject matter. You may also contact our EU Representative per post mail at:

Eversheds Sutherland Netherlands B.V.
Attn. EU Representative Heathrow Airport
Fascinatio Boulevard 212
Floor 2A
3065 WB Rotterdam

What if I find your response unsatisfactory?

Should you find our response unsatisfactory, you have the right to lodge a complaint with the supervisory authority – the Information Commissioner’s Office (ICO). You can find more information on the ICO website at <https://ico.org.uk/concerns/> regarding the complaints process.

Changes to this privacy notice

We will keep this privacy notice under regular review and we will place any updates here. At the start of this privacy notice we will tell you when it was last updated.