



## Data Protection Guidance for Election Candidates

Election candidates have a personal obligation to ensure that they, and any members of their campaign team, comply with data protection regulations and do not misuse any personal data (including contact information) they may have access to, use and manage. Please see the guidance below, designed to help you ensure you comply with your data protection responsibilities.

### Candidates (and any members of campaign teams) **SHOULD**:

- Read, understand, and agree to abide by [LMSU's data protection policy and other related documents](#)
- Ask permission before contacting people electronically as part of your campaign. This means they must already know you and/or agree to receive campaign information on electronic channels (e.g. WhatsApp groups or emails) - you cannot harvest that information from WhatsApp, email, or any other databases that you may have access to
- Stop communicating electronically about your campaign with anyone who asks not to be contacted (even if they have previously agreed)

### Candidates (and any members of campaign teams) **SHOULD NOT**:

- Contact anyone electronically who would not want or expect to be contacted regarding your campaign and/or who has not given you consent to do so
- Use any Union, society, or any other mailing list or group chat to obtain email addresses, phone numbers, or any other data for campaign purposes
- Add individuals to any social media group (e.g. Instagram, Facebook, WhatsApp) you have created for your campaign without their consent - you can however share invite links to your campaign group in your election publicity and in other groups so individuals can choose to join if they wish
- Post any campaign messages on social media channels belonging to any affiliated Students' Union groups (e.g. student societies, Verve media, liberation forums) – our election rules state that Union Societies, committees, and other groups may not give support to candidates via group/society activities (including social media)

Further reading:

[LMSU data protection policies, procedures and notices](#)

[UK GDPR Guidance and Resources, ICO](#)

[Guidance for the use of personal data in political campaigning, ICO](#)

[Guide to Privacy and Electronic Communications Regulations, ICO](#)