

# DATA PROTECTION

## VISION

The Universidad de Manila is committed to safeguard the confidentiality, integrity and availability of the personal information of its stakeholders in the pursuit of its legitimate interests and responsibilities as an academic institution.

## MISSION

The Universidad de Manila utilizes a variety of methods and initiatives to keep its workforce about privacy obligations and practices to further its mission to provide quality education for the youth of Manila.

- ASSESSING all DPA legal obligations
- BREACH Monitoring and compliance
- CONDUCTING awareness for Data Privacy principles
- DEVELOPING privacy and security policies

# DATA PRIVACY NOTICE

Universidad de Manila wants you to know that we respect your privacy and that we are committed to safeguarding your personal information (“Personal Information”). This is why we want to provide you with a clear picture of how the Personal Information that you provide to us in connection with your engagement at Universidad de Manila is processed, managed, and protected by us. This Privacy Notice (“Privacy Notice”) contains important information regarding our privacy practices and the choices we offer our current and prospective students and alumni with respect to their Personal Information. If you choose to provide us with your Personal Information, you are telling us that you understand and accept the privacy practices detailed in this Privacy Notice and authorize us to take actions consistent with this Privacy Notice. We strongly encourage you to read this Privacy Notice in its entirety to understand UDM’s privacy practices in advance of submitting any Personal Information to us.

### WHO PROCESSES YOUR INFORMATION?

Universidad de Manila is the data controller of the personal information you provide to us. This means the institution determines the purposes for which, and the manner in which, any personal data relating to students and families are to be processed.

In some cases, your data, will be outsourced to a third-party processor, however, this will only be done with your consent, unless the law requires the institution to share your data. Where the institution outsources data to a third-party processor, the same data protection standards that the institution upholds are imposed on the processor.

### WHY DO WE COLLECT AND USE YOUR INFORMATION?

Universidad de Manila holds the legal right to collect and use personal data relating to its student applicants, students, alumni and families, and we may also receive information regarding them from their previous school. We collect and use personal data in order to meet legal requirements and legitimate interests set out in the Data Privacy Act of 2012.

UDM collects or acquires personal data through various means. The information collected may entail the following: written records, photographic and video images, and/or digital material.

### WHICH DATA IS COLLECTED?

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### HOW LONG IS YOUR DATA STORED FOR?

At the same time, data subject agree that the information shall be retained by UDM for as long as necessary for the fulfillment of any of the aforementioned purposes and;

1. for the fulfillment of the declared, specified, and legitimate purpose, or when the processing relevant to the purpose has been terminated;
2. the establishment, exercise or defense of legal claims; or
3. legitimate purposes, which must be consistent with standards followed by the applicable industry or approved by appropriate government agency.

### WHAT ARE YOUR RIGHTS?

The following are your rights as data subject. The right to be informed, to access, to object, to erasure or blocking, to damages, to file a complaint, to rectification and to data portability. Please note that the above individual rights are not absolute, and we may be entitled to refuse requests where certain exceptions apply. If you have given your consent and you wish to withdraw it, please contact our Data Protection Officer by email at [admin@udm.edu.ph](mailto:admin@udm.edu.ph). Please note that processing of your personal data relies on your consent and where you then withdraw that consent, we may not be able to provide all or some aspects of our services to you and/or it may affect the provision of those service

### WILL MY INFORMATION BE SHARED?

The institution is required to share student’s data with DepEd, CHED, TESDA and other government offices on a statutory basis. UDM will not share your personal information with any third parties without your consent, unless the law allows us to do so.

### CHANGE TO THIS POLICY.

We may need to modify and amend this privacy notice from time to time to reflect our current privacy practices. We will inform you of material modifications to this policy in the future by posting changes on UDM’s official website, bulletin board and/or through sending the changes via email.