

Marketing Privacy Notice (How we use your information)

Pacific Prime Business School is committed to protecting your privacy. This privacy notice explains how we collect, use and share your personal information, and your rights in relation to the personal information we hold.

This privacy notice concerns people who have purchased a product or service from us, and/or expressed an interest in hearing more about our services.

Pacific Prime Business School is the controller of personal information, and is subject to the laws of Myanmar.

We may collect, use and share your personal information in order to provide you with information about the services we offer.

What information we hold

The categories of personal information that we collect, hold and share include:

- Personal information (such as name, contact details, location);
- Purchase history (such as course subject, course dates);
- Preference information (such as areas of interest, locations of interest, communication preferences).

Why we hold your information

We use your information to:

- Provide you with relevant information about our services;
- Monitor our customer base to develop more effective communication;
- Comply with the law regarding data sharing.

The basis for using this information

We process information in the following sections.

Current and recent customers

In the case of current and recent customers, we collect and use your information on the basis of legitimate interests. We will only contact you about products and services relevant to your previous enrolments or purchases, and you have the right, at any time, to opt-out of our communications using the links in our emails.

Interested parties

In the case of those who have expressed an interest in hearing about our services, we collect and use your information on the basis of your explicit consent. In this case, you have the right, at any time, to withdraw your consent to our processing of this data. If you wish to do so, please contact Pacific Prime Business School's Data Administration Officer either by email or by telephone whose contact details are listed below. Please note that withdrawing your consent to our processing your personal data may prevent us from being able to provide you with information about the services we offer.

Collecting information

The majority of information you provide to us is necessary for us to provide you with relevant information about our services and failure to supply such information may mean that you miss out on services you may need. However, all of your information is provided to us on a voluntary basis.

Storing information

We store information securely and in line with our Data Protection Policy and associated procedures. A copy of our Data Protection Policy can be obtained from either on our website or data administration officer, whose contact details are listed below. We hold your information only for as long as your explicit consent allows us to, unless you confirm your consent to our holding and processing your information.

Who we share information with

We routinely share information with:

- Customer Relationship Management system provider;
- External marketing agencies;
- Mailing houses (digital and hard copy);
- Media sources.
- Corporate Partners for Discount Privilege Member Card

We do not share your information with anyone unless it is necessary and in line with the purpose for which it was collected. Where data is routinely shared, a data processing agreement will be established to ensure the protection of your information.

Requesting access to your personal data

Under data protection , you have the right to:

- Request access to the information we hold about you (Subject Access Request);
- Be informed of the identity of the controller, the reasons for processing your personal data and other relevant information necessary to ensure the fair and transparent processing of personal data;
- Object to processing of personal data that is likely to cause, or is causing, damage or distress;
- Prevent processing for the purpose of direct marketing;
- Object to decisions being taken by automated means;
- In certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed;



Contact

In order to make a Subject Access Request or to discuss anything in this privacy notice, please contact our Data Administration Officer :

Data Administration Officer

Email: dao@ppbsmyanmar.com

Phone:

Address: Pacific Prime Business School

4th Floor , Building (9) , MICT Park , Hlaing Township

Yangon , Myanmar