

## **Alumni 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 previously studied with Pacific Prime Business School (alumni).

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 share your story and/or image with our stakeholders and customers.

### **What information we hold**

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

- Personal information (such as name, email, course, year of study);
- Destination data (data relating to alumni in their professional activity).

### **Why we hold your information**

We use your information to:

- Track student destinations (for monitoring success )
- Create an alumni community;
- Support lifelong learning;
- Collect case studies for marketing;
- Establish employer relationships;
- Conduct marketing campaigns relevant to alumni, in accordance with the relevant legislation;
- Create Student Status letters.

### **The basis for using this information**

We process information on certain grounds (bases). In the case of alumni information, we undertake processing on the following bases:

- **Public task:** collecting destination information from you directly.
- **Legitimate interests:** keeping in touch with alumni, and analysing and anonymously reporting on students' progress after studying with us

You have the right to ask us to stop processing your information in this way, either sending by email or by telephone to the Data Administration Officer (details below).

- **Consent:** collecting and processing information from your LinkedIn profile or your social media.

We will only do this if you have given your explicit consent and you may withdraw your consent at any time by contacting Data Administration Officer (details below).

## **Collecting information**

The majority of information which we will use for the purposes of alumni relations will be collected upon enrolment, and data retained after you leave college. We will use this data to contact you to gather destination information from you should you be willing to provide it.

We may collect information directly from your LinkedIn profile or your social media, if you give us your explicit consent to do so.

## **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 will stay in contact with you only for as long as you are willing to engage in alumni relations.

We are required to hold some information about you for a period of required years from the academic year in which you enrolled.

## **Who we share information with**

We routinely share alumni information with:

- The relevant Authorities if they ask
- External software suppliers so that they can store your information externally and securely in order to display it in their tools, or where they need a copy of our data to resolve software issues.
- Corporate Partners for Discount Privilege Member Card

We do not share your alumni information with any other organisations unless it is necessary and in line with the purpose for which it was collected. We will only publish any case studies or stories that you have provided us via the channels you have consented to, which in some cases includes publishing your information publicly.

## **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 our Data Administration Officer:

Data Administration Officer

Email: [dao@ppbsmyanmar.com](mailto:dao@ppbsmyanmar.com)

Phone:

Address: Pacific Prime Business School

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