



PERSONAL DATA PROTECTION NOTICE

A. Introduction

The Alice Smith Schools Association (“**We**”) value and are committed to the protection of Personal Data. This Personal Data Protection Notice (“**Notice**”) explains the collection, processing and disclosure of your Personal Data pursuant to the Personal Data Protection Act 2010 (the “**Act**”).

Kindly note that we reserve the right to change, amend, update and/or vary this Notice at any time. You are advised to check this Notice from our website from time to time for changes, amendments or updates. By choosing to continue communicating with us, using our services and/or engaging with us subsequent to such changes, amendments, updates and/or variations, you are deemed to agree to the changes, amendments, updates and/or variations made to this Notice, and such changes, amendments, updates and/or variations will be binding on you.

B. Collection of Personal Data

1. We collect your personal data upon and throughout the course of your relationship with us including:-

a. Parents/Enquirers/Applicants

- i. Your personal details, including the details relating to other person(s) who may be identified from the data;
- ii. Your health records;
- iii. The particulars of your travel document(s);
- iv. The contents of all information obtained from the website, forms and/or documents collected by us; and/or
- v. Other information

b. Children/Students

- i. Your personal details, including, but not limited to, your name, address, phone numbers, identity card number, passport number and the details relating to other person(s) who may be identified from the data;
- ii. Photographs, pictures, images, portraits and any other visual content in any media or form (including any electronic and digital format) (“Photographs”) of you;
- iii. Films, tapes, video and any other pictorial recordings in any media or form (including any electronic and digital format) (“Videos”) of you;
- iv. Class work (written, visual or in any other form) created, conceived and produced for academic or non-academic purposes (“Class Work”) by you;
- v. Your health records;
- vi. The particulars of your travel document(s);
- vii. The contents of all information obtained from the website, forms and/or documents collected by us; and/or



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viii. Other information

c. Alumni

- i. Your personal details, including the details relating to other person(s) who may be identified from the data;
- ii. Employment information;
- iii. The contents of all information obtained from the alumni's website, forms and/or documents collected by us; and/or
- iv. Other information

d. Employees

- i. Your personal details, including the details relating to other person(s) who may be identified from the data;
- ii. The details in regard to employment which may include but not limited to income tax details and EPF number;
- iii. The particulars of your travel document(s) (applicable for expatriates);
- iv. The contents of all forms and/or documents collected by us; and/or
- v. Other information

(collectively referred to as "**Personal Data**").

e. Cookies

By visiting our website or by interacting with us or by providing Personal Data to us, you are deemed to have read and consented to us using, collecting and processing your Personal Data in the manner described in this Notice.

On accessing our official website, a 'cookie' (a small identifying text file) is automatically stored on the user's device in order to speed up access on future occasions. For more details, please see our cookies policy in Appendix I.

2. Kindly note that it would be obligatory for you to provide us with the abovementioned Personal Data for us to fulfil the purposes as provided for in Paragraph C.

C. **Purposes**

1. The personal data collected by us may be used for, but not limited to the following purposes:

a. Parents/Enquirers/Applicants

- i. To better manage our service and relationship with you;
- ii. To process your personal data in connection to your application with us;



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- iii. To protect your interests;
- iv. For purposes of encouraging interests towards our services;
- v. For internal record keeping, historical, documentary and archives purposes;
- vi. For statistical analysis;
- vii. To keep you updated regarding our programmes and/or activities;
- viii. For the exercise of any functions conferred on any person by law and/or towards the administration of justice; and/or
- ix. For any purpose incidental, ancillary or in furtherance to the above mentioned purposes

b. Children/Students

- i. To better manage our service and relationship with you;
- ii. To process your Personal Data in connection to your application with us;
- iii. To protect your interests;
- iv. For purposes of encouraging interests towards our services;
- v. For internal record keeping, historical, documentary and archives purposes;
- vi. For statistical analysis;
- vii. To keep you updated regarding our programmes and/or activities;
- viii. For the exercise of any functions conferred on any person by law and/or towards the administration of justice; and/or
- ix. For any purpose incidental, ancillary or in furtherance to the above mentioned purposes

c. Alumni

- i. To manage and service our relationship with you as our alumni, including keeping you abreast with our programmes and/or activities;
- ii. To protect your interests;
- iii. For purposes of encouraging interests towards our services;
- iv. For internal record keeping, historical, documentary and archives purposes;
- v. For statistical analysis;
- vi. For the exercise of any functions conferred on any person by law and/or towards the administration of justice; and/or
- vii. For any purpose incidental, ancillary or in furtherance to the above mentioned purposes

d. Employees

- i. Internal record keeping throughout your employment;
- ii. Payroll administration, including EPF and SOCSO contributions from us;
- iii. Communicating with you;
- iv. Taxation and/or auditing purposes;
- v. For the exercise of any functions conferred on any person by law and/or towards the administration of justice; and/or



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- vi. For any purpose incidental, ancillary or in furtherance to the above mentioned purposes

(collectively referred to as “Purposes”).

D. Disclosure to Third Parties

1. If and when necessary, your Personal Data may be disclosed to the following third parties:
 - i. External Professional advisors and auditors;
 - ii. Governmental departments and authorities;
 - iii. Universities and schools;
 - iv. Travel agents or companies;
 - v. Insurance agents or companies; and/or
 - vi. Payroll providers.

E. Data Security and Transfer of Personal Data

1. In the event that your Personal Data is transferred to a location outside of Malaysia, arising from the use of cloud computing services that may be necessary in the conduct of our business to be stored on servers including but not limited to cloud servers or for any other purpose, we shall ensure that confidentiality safeguards have been put in place to ensure your rights to personal data protection remain unaffected.

F. Your rights

1. Access and Correction

The Personal Data must be accurate, complete, not misleading and kept up-to-date. Should you be made aware of any inaccurate, incomplete or misleading Personal Data or where the Personal Data provided to us earlier have become incorrect or out of date, kindly notify us at the details provided for in paragraph H.

You have the right to request access and correct your Personal Data. Such request however, may be subject to the requirements in the Act and a prescribed fee.

2. Withdrawal of Consent

If you have given us consent to collect, use, disclose, store and otherwise process personal data about you, you may withdraw that consent at any time. You should give us reasonable advance notice of your withdrawal of consent. We will notify you of the likely consequences of your withdrawal of consent, e.g. without your personal contact information we may not be able to inform you of future updates or that the quality of our service may be impacted.



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Your request for the withdrawal of consent can take the form of an email or letter to us, or through the UNSUB feature in an online service.

3. Object to the Processing of Personal Data

You may give us notice in writing at any time telling us either to cease processing personal data about you for a specified purpose or in a specified manner or not to start processing personal data about you for such a purpose or in such a manner.

We would comply with your notice within a reasonable time if your notice gives us reasons why or how the processing for the specified purpose or in the specified manner is causing, or is likely to cause substantial damage or substantial distress to you or to another person and the damage or distress would be unwarranted.

G. Retention Standard

1. Any Personal Data shall not be kept longer than is necessary for the fulfilment of the purposes above mentioned in Paragraph C. We shall undertake to ensure that all Personal Data is destroyed or permanently deleted if it is no longer required for the Purposes for which it was to be processed.

H. Inquiries

1. Should you require further information kindly view The Alice Smith Schools Association's Personal Data Protection Policy on our website at the following www.alice-smith.edu.my.
2. For all further queries or request(s) kindly contact:

Person In-Charge	: PDPA Compliance Officer
Address	: No. 2 Jalan Bellamy, 50460 Kuala Lumpur, Malaysia
Telephone Number	: +603-2148 3674
E-mail	: pdpa@alice-smith.edu.my



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APPENDIX I

Cookies Policy

1. What are Cookies?

A cookie is a small file, typically of letters and numbers, downloaded on to a device when the user accesses certain websites. Cookies are then sent back to the originating website on each subsequent visit. This allows the website to “remember” your preferences such as calendar settings and site bookmarks on the site from visit to visit, or to maintain your “logged in” status when visiting protected areas.

2. How is Alice Smith School Using Cookies?

When you use and access the website, we may place a number of cookies files in your web browser. Should you wish to do so, your browser's help section should be able to warn you before accepting cookies and how to filter or disable them.

We use cookies for the following purposes:

- to enable us to supply you with the goods, services and information which you have requested;
- to ensure that content from the website is presented in the most effective manner for you and for your computer;
- to analyze the information we collect so that we can administer, support, improve and develop the website;
- to help us make our website more useful to visitors

3. Third-Party Cookies

We also use third-party services such as YouTube for video, Google Analytics for analyzing the use of our website, as well as Facebook, Instagram, Twitter in order to allow following us. These services will often store their own cookies. You can amend your cookie settings at any time directly on the third-party websites.

4. What are Your Options Regarding Cookies

Usage of a cookie is in no way linked to any personally identifiable information while on our website. Web browsers have settings allowing you to reject cookies, or selectively accept cookies, or delete cookies previously accepted. Please be aware that rejecting or deleting cookies from our website may make certain functions unavailable to you. For more information about cookies, you may visit aboutcookies.org which contains comprehensive information on how to do this on a wide variety of browsers.