

## **Purposes for Collection, Use & Disclosure of Personal Data**

Depending on your relationship with us (e.g. as an applicant, student, alumni of the School, staff, academic staff, donor, vendor, service provider, parents, guardians, recruitment agents and / or any other person relating to our organization), the personal data, photographic images, videos, etc., which we collect from you may be collected, used and/or disclosed for the following purposes:

a. Evaluating suitability for admission or employment, enrolling or employing, providing educational courses and training, including sending materials on course / study / assignment / course materials, information on time tables and examination details via

postal mail, electronic mail, SMS or MMS, fax and/or voice calls;

b. Administering and/or managing relationships with the School (including responding to enquiries, the mailing of correspondence, statements or notices which could involve the disclosure of certain personal data to bring about delivery of the same);

c. Assessing, monitoring and reporting on individual student performance, attendance and disciplinary records;

d. Supporting students' learning through curricula and extra-curricular activities including but not limited to outdoor trips and inter-school competitions;

e. Providing pastoral care and counselling where appropriate;

f. Providing healthcare and wellness services;

g. Application of student passes where appropriate;

h. Application for Ministry of Education approval for Singapore Citizens and Permanent Residents;

i. Facilitating payment for goods and/or services provided by the School and/or a third party on the School's behalf including verification of bank and credit card details with third parties and using the Personal Data provided to conduct matching procedures against databases of known fraudulent transactions (maintained by us or third parties);

j. Responding to any complaints, feedback, requests and enquiries by student / parents / guardians;

k. Disclosing your records to your parent(s) or guardian(s) at their request;

l. Informing student / parents / guardians/ related parties of events, talks, seminars and updates;

m. Maintaining and updating our student, alumni, and academic staff records;

n. Generating financial, regulatory, management or survey reports and statistics for the School's business and administrative purposes;

o. Promoting the School to prospective students, including but not limited to the Academy's prospectus, magazine and website;

p. Sending promotional and marketing information by post, email and SMS about the School, activities and events as well as carefully selected third parties;

q. Taking of photographs and/or videos (whether by the School staff or third party

photographers and/or videographers) during events or seminars organised by the School or its affiliates for publicity purposes;

r. Engaging alumni including but not limited to notification on the School and alumni- related initiatives and activities, invitation to the School and alumni-related events, updating of alumni information, invitation to participate in alumni surveys and sending of communication collaterals;

s. Processing applications for and administering local and overseas career related activities, events, programmes, internships, employment opportunities, and career coaching, and sharing information with companies (whether local or overseas) for purposes of recruitment, internship, industrial attachment, job placement and research support;

t. Meeting or complying with the School's internal policies and processes / procedures and any applicable laws, rules, regulations, codes of practice or guidelines, orders or requests issued by any court, legal or regulatory bodies (including but not limited to disclosures to regulatory bodies, conducting audit checks, surveillance and investigation);

u. Carrying out due diligence or other screening activities (including background checks) in accordance with legal or regulatory obligations or risk management procedures that may be required by law or put in place by the School, including the obtaining of references and/or other information from prior educational institutions and employers;

v. Preventing, detecting and investigating crime, offences or breaches including that related to the security of the School's premises (including but not limited to the use of security cameras);

w. Conducting checks with the DO NOT CALL Registry;

x. Purposes, which are reasonably related to the above.

By providing the Personal Data, including those related to a third party (e.g.:- information of your parents) to us through the various channels (e.g.:- written form, webpage, email, etc.), you represent and warrant that consent, including that of the third party, has been obtained for collection, use and disclosure of the Personal Data for the respective purposes. In the event the personal data is to be used for a new purpose, the School will notify you and seek your consent. The School ensures that your Personal Data held by us shall be kept confidential. When transferring personal data to our third-party service providers, agents and/or our affiliates or related corporations whether in Singapore or elsewhere in order to carry out one or more of the purposes listed above, we will require them to ensure that your Personal Data disclosed to them is kept confidential and secure.