

UOW College Hong Kong (the "College")

Personal Information Collection Statement ("PICS") – Students*

** This PICS is applicable to alumni as the case may be.*

Collection and Use of Personal Information

1. You will be required to provide personal data to the College at the time of your admission, during the course of your study and/or after leaving the College. Failure to supply the College with such data may result in the College being unable to carry out some of its education and training administration functions including without limitation, items set out in paragraph 2(a).
2. Your personal data may be collected, retained, processed, used, disclosed and/or transferred (within or outside of Hong Kong) as the College considers appropriate for the following purposes:
 - (a) for education and training administration purposes including, but not limited to:-
 - (i) admission, registration, enrolment and monitoring of students;
 - (ii) enabling management, planning and provision of facilities, services and benefits to students, including without limited to accounting for fees, administering student-related benefits and welfare and interacting with the College's recognised student associations;
 - (iii) assessment of students, evaluating academic performance, administering training, planning and control of curricula and assessment, calculation and publication of assessment results, credit transfer, course exemption, graduation and congregation;
 - (iv) commissioning and validating educational materials;
 - (v) enabling communication with students (whether enrolled at, studying at, graduated from or left the College) and College promotional/public relation activities;
 - (vi) provision of references (such as academic references and other related comments on students) and verification of student/graduate status;
 - (vii) enabling the College to carry out academic governance, make tax returns and statutory and/or regulatory filings or submissions;
 - (viii) arrangement of student activities (such as exchanges and field trips);
 - (ix) provision of career development services (such as internships and job placements);
 - (x) conducting quality assurance, academic planning and professional accreditation;
 - (xi) communication with students and/or students' emergency contact person/parents/guardians in relation to students' study, health or medical condition and/or financial circumstances, and release of students' information at the College under emergency situations as determined by the College; and
 - (xii) carrying out research, analysis, surveys, and reviews on students (whether enrolled at, studying at, graduated from or left the College) by the College or a third party engaged by the College;
 - (b) for managing alumni affairs, including, but not limited to:-
 - (i) setting up alumni systems;
 - (ii) maintaining contact and communication with you;
 - (iii) enabling management, planning and provision of facilities, services and benefits to you;
 - (iv) organising alumni events and activities, etc.; and
 - (v) interacting with College's recognised alumni associations.

- (c) for carrying out investigations and taking disciplinary action under the College's disciplinary procedures and Code of Student Conduct and Disciplinary Procedure (the "Code"). The College may use or disclose such information and personal data it considers appropriate (including those giving rise to, arising from or connected with, action taken under the disciplinary procedures) for the following purposes:-
- (i) to maintain student records (including without limited to, academic honesty and disciplinary record);
 - (ii) for historical and statistical analysis;
 - (iii) to report an investigation under the Code and any relevant details thereof (including without limitation, the status, the steps taken and to be taken, whether the complaint is substantiated, the rationale behind any decision as well as any disciplinary action taken and to be taken against the student concerned) to the complainant or any other third party (whether within or outside of the College) as the College considers appropriate;
 - (iv) to discuss with students' immediate family members or guardians;
 - (v) to disclose to any third party (whether within or outside of the College) the College considers appropriate to protect its interest, reputation and/or respond to adverse publicity against the College or media enquiries;
 - (vi) to respond to any requests for information made by internal bodies of the College, government department or authority or any other third party that the College considers should be informed;
 - (vii) to enable agents and third party service providers of the College to provide services to the College (e.g. to provide legal advice and other professional services); and
 - (viii) to use and disclose such information and personal data for any other legitimate reason or purpose the College considers appropriate.
- (d) for the College to obtain and maintain any licence, permit, approval or authorization.
- (e) for the College's compliance with the applicable procedures, laws, regulations or court order (in each case, whether local or overseas), any requests by any government, statutory, regulatory or law enforcement authority or valid legal process or discovery obligations and pursuing available remedies or limiting the damages that it may sustain.
- (f) for the protection of the College's interests, rights, property and reputation; and/or
- (g) For any other purposes related to any of the above.

Direct Marketing

3. The College intends to use your personal data on the means of contact (name, address, telephone number, email address, etc.) in direct marketing of the following classes of services, products and subjects to you:
- (a) Programmes, courses, seminars and lectures, events and activities organised, co-organised, sponsored or otherwise publicised by the College;
 - (b) Health services, sports facilities, MPF scheme and other College Services; and
 - (c) Support, donations and contributions to the College.

4. New students are given the option to or not to receive direct marketing materials/communications from the College when they join the College. Those who do not select among these two options will not be able to receive any direct marketing materials/communications from the College. Current students and alumni may change their option anytime in the Administrative Information Management System (AIMS) under Personal Information page.

Transfer

5. The College may transfer your personal data to any of the following classes of persons (whether located locally or overseas) in connection with the purposes set out in paragraph 2 above:
 - (a) any affiliated companies of the College;
 - (b) any third party or agent situated in Hong Kong or overseas including employment agents, potential employers, the College's insurers, medical practices providing medical cover for students and other companies or entities engaged in activities on the College's behalf such as a service provider or data processing company;
 - (c) any government or law enforcement authority or agency, or in good faith to any other parties that the disclosure is necessary or advisable including and without limitation to protect the College's interests, rights, properties and reputation (e.g. the media); and
 - (d) any other person to whom the College considers appropriate to disclose to in connection with the purposes set out in paragraph 2 above.
6. For the purposes set out in paragraph 2 above, the College may also transfer your personal data to any electronic database or system.
7. Some jurisdiction(s) where your personal data may be transferred to may not have in place data protection laws which are substantially similar to, or serve the same purposes as, the applicable privacy laws of the jurisdiction which governs your study with the College (in Hong Kong, it is the Personal Data (Privacy) Ordinance). That means your personal data may not be protected to the same or similar level as that in Hong Kong or the place where you study.

Security, Accuracy and Retention

8. The College strives to protect your personal data by taking reasonable precautions to prevent the data from loss, misappropriation, unauthorized access, disclosure and destruction.
9. The College takes reasonable steps to ensure that a student's personal data it collects and retains is accurate, current, and reliable for its intended use.
10. Various processes within the College which make use of personal data have individual retention and disposal rules applied to them. These rules will be reviewed regularly by the respective offices to ensure that personal data is not kept longer than is necessary.
11. The records of student discipline and academic honesty will be handled in accordance with the Code of Practice on Personal Data (Privacy) Issues.

Access and Correction Requests

12. You have the right to request access to and (where necessary) correction of any personal data held by the College relating to you. Such requests should be directed to the College Office at uowchk-main@uow.edu.au.
13. A reasonable fee may be charged by the College for the processing of any personal data access request.