

# UNIVERSITY COLLEGE FAIRVIEW (UCF)

## PRIVACY POLICY

**Effective Date:** 15th Jan 2026

### 1. INTRODUCTION

University College Fairview (“UCF”, “we”, “our”, or “us”) is committed to protecting your personal data and respecting your privacy.

This Privacy Policy explains how we collect, use, store, share, and protect personal data when you apply for or enquire about our programmes, including applicants from the United Kingdom and other countries.

UCF complies with applicable data protection laws, including:

- The UK General Data Protection Regulation (UK GDPR)
- The Data Protection Act 2018 (UK)
- The Personal Data Protection Act 2010 (PDPA) (Malaysia)

### 2. DATA CONTROLLER

University College Fairview (UCF)  
Jalan 1/27D, Section 6, Wangsa Maju  
53300, Kuala Lumpur  
Malaysia

**Data Protection Contact:**

Email: [Sheela.ucf@fairview.edu.my](mailto:Sheela.ucf@fairview.edu.my)

### 3. PERSONAL DATA WE COLLECT

We may collect the following categories of personal data:

## **A. Identity Information**

- Full name
- Date of birth
- Gender (optional)
- Nationality
- Passport or identification details

## **B. Contact Information**

- Email address
- Phone number
- Residential address

## **C. Academic Information**

- Qualifications and transcripts
- Academic history
- Certifications and training records

## **D. Application Information**

- CV or resume
- Personal statements
- References
- Work or volunteer experience

## **E. Support Information**

- Accessibility or support requirements (if voluntarily provided)

# **4. PURPOSE OF PROCESSING**

We process your personal data for the following purposes:

- Processing applications and assessing eligibility
- Managing admissions, interviews, and selection processes
- Providing information about programmes and scholarships
- Verifying qualifications and references
- Administering student enrolment and training placements
- Communicating with applicants
- Meeting legal, regulatory, and accreditation requirements
- Improving our recruitment and educational services

## 5. LEGAL BASIS FOR PROCESSING (UK APPLICANTS)

For applicants from the United Kingdom, we process personal data under the following lawful bases:

- **Contractual necessity** – to assess and process your application
- **Legitimate interests** – to manage recruitment and academic programmes
- **Legal obligations** – compliance with applicable laws and regulations
- **Consent** – where required (e.g., marketing communications)

## 6. LEGAL BASIS FOR PROCESSING (MALAYSIA)

For Malaysian applicants, we process personal data in accordance with the **Personal Data Protection Act 2010 (PDPA)** based on:

- Consent of the data subject
- Necessary processing for contractual or administrative purposes
- Legitimate institutional operations

## 7. INTERNATIONAL DATA TRANSFERS

As UCF is based in Malaysia, personal data collected from UK and international applicants may be:

- Transferred to Malaysia
- Stored on servers located outside the United Kingdom
- Processed by authorised personnel in Malaysia

For UK applicants, this means your personal data will be transferred outside the UK.

We take reasonable steps to ensure that your data is protected through appropriate technical and organisational safeguards.

## 8. DATA RETENTION

We retain personal data only for as long as necessary for the purposes stated in this Policy.

Typical retention periods include:

- Unsuccessful applicants: up to 2 years
- Successful applicants/students: duration of study + 7 years
- Financial or regulatory records: as required by law
- Marketing data: until consent is withdrawn

## **9. DATA SHARING**

We may share your personal data with:

- Internal admissions and academic staff
- Partner institutions or training providers
- Government or regulatory authorities (where required)
- Background verification agencies (where necessary)
- IT service providers and cloud storage providers

We ensure all third parties process data securely and only for specified purposes.

## **10. DATA SECURITY**

We implement appropriate technical and organisational measures to protect your personal data against:

- Loss
- Misuse
- Unauthorized access
- Alteration
- Disclosure

Access to personal data is restricted to authorised personnel only.

## **11. YOUR RIGHTS (UK GDPR)**

If you are located in the United Kingdom, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data (where applicable)

- Restrict or object to processing
- Data portability (where applicable)
- Withdraw consent at any time (where processing is based on consent)

You also have the right to lodge a complaint with the:

Information Commissioner's Office (ICO)

Website: <https://ico.org.uk/>

## **12. YOUR RIGHTS (MALAYSIA PDPA)**

Under the Malaysian PDPA, you have the right to:

- Access your personal data held by UCF
- Request correction of your personal data
- Withdraw consent (subject to legal or contractual restrictions)

## **13. COOKIES AND WEBSITE TRACKING**

Our website may use cookies and analytics tools to improve user experience and monitor website performance. Users may control cookie preferences through their browser settings.

## **14. MARKETING COMMUNICATIONS**

We may send you information about programmes, scholarships, and events if you have opted in.

You may withdraw consent at any time by contacting us or using unsubscribe links in communications.

## **15. AUTOMATED DECISION-MAKING**

UCF does not use fully automated decision-making that produces legal or significant effects on applicants without human review.

## **16. CHANGES TO THIS POLICY**

We may update this Privacy Policy from time to time. The latest version will always be published on our website.

## **17. CONTACT US**

If you have any questions about this Privacy Policy or how your data is handled, please contact:

**Data Protection Contact (UCF Admissions Office)**

Email: [Sheela.ucf@fairview.edu.my](mailto:Sheela.ucf@fairview.edu.my)

Address: University College Fairview (UCF)

Jalan 1/27D, Section 6, Wangsa Maju

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