

Kolej Yayasan UEM (KYUEM) – Privacy Policy

Version: 1.3 | Last updated: 12 January 2026

Purpose and Scope

This Privacy Policy explains how Kolej Yayasan UEM ("KYUEM", "we", "us") collects, uses, discloses, and protects personal data of applicants, students, parents/guardians, alumni, staff, vendors, and visitors when you interact with our website and college services. It reflects our compliance with Malaysia's Personal Data Protection Act 2010 (Act 709) as amended in 2024 and the related guidelines issued by the Personal Data Protection Commissioner in 2025.

Kolej Yayasan UEM ("KYUEM", "we", "us") values your privacy. This Privacy Policy explains how KYUEM collects, uses, discloses, and protects the personal data of applicants, students, parents or guardians, alumni, staff, vendors, and visitors who interact with our website and college services. This Policy complies with Malaysia's Personal Data Protection Act 2010 (Act 709), including the amendments introduced in 2024, and the related guidelines issued by the Personal Data Protection Commissioner in 2025.

Categories of Personal Data Collected

We collect and process the following categories of personal data:

- **Identity and contact details:** name, IC/passport number, student/staff ID, home address, email address, phone number, parent/guardian information
 - **Admissions and academic records:** applications form, prior qualifications, course registrations, academic results, attendance record, awards
 - **Financial and administrative data:** billing, scholarships/aid details, bank details, payment history
 - **IT and usage data:** KYUEM account identifiers, LMS (Learning Management System) logs, campus Wi-Fi usage, device identifiers, and website analytics data (such as cookies and weblogs)
 - **Visual and security data :** Closed-Circuit Television (CCTV) recordings collected on KYUEM premises for security, safety, and incident management purposes
- Sensitive personal data:** health information, religious beliefs, political opinions, biometric identifiers used for access control, disciplinary records or misconduct matters. Such data is processed only with the individual's **explicit consent** or where otherwise **permitted or required by applicable law**

How We Collect Your Personal Data

We obtain personal data in several ways:

- Directly from you (e.g., application forms, website forms, emails, interviews)
- From your use of KYUEM systems (e.g., LMS, Wi-Fi, website cookies), and

- From third parties (e.g., referees, partner institutions, scholarship bodies) where lawful and appropriate.

Purposes of Processing

We process your personal data for the following purposes:

- Administer admissions, enrolment, and student pastoral care
- Deliver teaching, learning, and assessment, and managing timetables, examinations, and academic records
- Provide campus facilities, IT accounts, and related support services (e.g., Microsoft 365, LMS, and campus Wi-Fi)
- Manage fees, financial aid / assistance, and payments; and comply with tax, accounting and financial obligations
- Organize events, conduct communications, and manage alumni relations (with opt-out mechanism for direct marketing communications)
- Ensure campus safety and security (including the use of CCTV); investigate misconduct and enforce college rules and regulations
- Comply with applicable legal, regulatory, and accreditation requirements; and respond to audits, inspections or lawful requests

Cookies and Similar Technologies

KYUEM's websites use cookies and similar technologies to enhance user experience, remember preferences, maintain secure sessions, and analyze website performance and usage patterns. You may manage or disable cookies through your web browser settings.

Please note that disabling essential cookies may affect the availability and functionality of certain features on our websites.

Sharing of Personal Data

We may share your personal data with the following categories of recipients, strictly on a need-to-know basis and subject to appropriate safeguards:

- Service providers and vendors engaged by KYUEM under contracts that incorporate Personal Data Protection Act (PDPA)-compliant obligations (e.g., providers of cloud hosting, Learning Management Systems (LMS), email and collaboration platforms (including Microsoft 365), and other IT or administrative services)
- Government authorities, regulators or law enforcement agencies where disclosure is required or permitted under applicable laws, regulations, or lawful requests
- Partner schools, universities or examination boards / bodies, or accreditation institutions
- for purposes such as academic progression, student exchanges, credit transfer, or the conferment of awards, where appropriate and, where required, and with appropriate consent.

- Professional advisers (e.g., auditors, legal counsel, and accountants where necessary for governance, compliance, or the protection of KYUEM’s legitimate interests)

Cross- Border Transfers

Where KYUEM engages service providers or uses systems that store or process data outside Malaysia, such transfer will be carried out strictly in accordance with Section 129 of the Personal Data Protection Act 2010 (PDPA) and the Cross-Border Personal Data Transfer Guideline (2025) issued by the Personal Data Protection Commissioner. We conduct transfer impact assessments and implement appropriate safeguards, such as contractual and technical protections, or obtain your consent where required by applicable law.

Data Retention

We retain personal data only for as long as necessary to fulfil the purposes above and to comply with applicable legal, regulatory, accreditation and audit requirements. Upon expiry of the relevant retention period, personal data is securely deleted, destroyed, or anonymised in accordance with KYUEM’s data retention and disposal procedures.

Security Measures

We take reasonable and practical measures to protect personal data against loss, misuse, modification and unauthorized access or disclosure. These measures include administrative, technical, and physical safeguards such as access controls, encryption, system monitoring, staff awareness and training, incident response procedures, and vendor due diligence. Data processors acting on our behalf must also adhere to implement and maintain appropriate security standards consistent with PDPA requirements.

Your Rights Under the PDPA

Subject to applicable laws and conditions, you have the following rights in respect of your personal data:

- **Access and Correction:** You may request access to and correction of your personal data held by us.
- **Consent and Choice:** You may withdraw your consent or limit the processing of your personal data, subject to legal or contractual restrictions.
- **Direct Marketing:** You may object at any time to the processing of your personal data for direct marketing purposes.
- **Data Portability:** Where applicable, you may request the transfer of your personal data, subject to another service provider in accordance with the PDPA and the amendments introduced in 2024.

Personal Data Breach Notification

In accordance with the amendments to the PDPA and the Data Breach Notification Guideline issued by the Personal Data Protection Commissioner, KYUEM will notify the Commissioner as soon as practicable and in any event no later than seventy-two (72) hours after becoming aware

of a notifiable personal data breach. Where a personal data breach has caused or is likely to cause significant harm, KYUEM will also notify the affected individuals without unnecessary delay and no later than seven (7) days after notifying the Commissioner, together with relevant information and recommended steps to mitigate potential risks.

Children and Minors

Where personal data relates to students under the age of eighteen (18) years, KYUEM may process such data with the consent or involvement of a parent or legal guardian as permitted by law.

How to Exercise Your Rights

If you wish to exercise your rights under the PDPA, please contact KYUEM using the details below. We may need to verify your identity before processing your request and may charge a fee where permitted by law.

Contact Details

For privacy-related enquiries or requests, please contact:

Data Protection Officer (DPO)

Kolej Yayasan UEM

Lot 15035, Mukim Sungai Gumut,

Lembah Beringin, 44100 Hulu Selangor, Selangor, Malaysia

Email: privacy@kyuem.edu.my | dpo@kyuem.edu.my

Phone: +603 6460 1234

Policy Updates

We may update this Privacy Policy from time to time. The latest version will be published on our website. Substantive changes will be communicated through appropriate channels.