City University of Hong Kong (the “University”)

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 University at the time of your admission, during the course of your study and/or after leaving the University. Failure to supply the University with such data may result in the University 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 University 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 University’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 University) and University 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 University 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 University under emergency situations as determined by the University; and
(xii) carrying out research, analysis, surveys, and reviews on students (whether enrolled at, studying at, graduated from or left the University) by the University or a third party engaged by the University;
(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.;
   (v) interacting with University’s recognised alumni associations;

(c) for carrying out investigations and taking disciplinary action under the University's disciplinary procedures and Revised Code of Student Conduct and Disciplinary Procedure (the "Code"). The University 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 University) as the University 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 University) the University considers appropriate to protect its interest, reputation and/or respond to adverse publicity against the University or media enquiries;
   (vi) to respond to any requests for information made by internal bodies of the University (e.g. the Council, the Court, the Senate, the Convocation, the Management Board, any Principal Officer of the University, any faculty, college, school, department, division, office, committee, board, unit or any equivalent body established under the City University of Hong Kong Ordinance and Statutes made pursuant to that Ordinance), government department or authority or any other third party that the University considers should be informed;
   (vii) to enable agents and third party service providers of the University to provide services to the University (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 University considers appropriate;

(d) for the University to obtain and maintain any licence, permit, approval or authorization;

(e) for the University'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 University's interests, rights, property and reputation; and/or

(g) for any other purposes related to any of the above.

Direct Marketing

3. The University 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 University;
(b) Publications, production and printing services offered by the University;
(c) Health services, sports facilities and other University services;
(d) Affiliated cards jointly issued by the University and other organisations (e.g. banks);
(e) Support, donations and contributions to the University (e.g. monetary donations, affinity cards, etc.); and
(f) University souvenir items and goods and services by sponsors of University (e.g. sponsored advertisements in publications).

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

Transfer

5. The University 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 subsidiary and affiliated companies of the University;
(b) any third party or agent situated in Hong Kong or overseas including employment agents, potential employers, the University’s insurers, medical practices providing medical cover for students and other companies or entities engaged in activities on the University’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 University's interests, rights, properties and reputation (e.g. the media); and

(d) any other person to whom the University 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 University 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 University (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 University strives to protect your personal data by taking reasonable precautions to prevent the data from loss, misappropriation, unauthorized access, disclosure and destruction.

9. The University 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 University 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 management and handling of records of student discipline and academic honesty follows the University's relevant guidelines set out in the Code of Practice on Personal Data (Privacy) Issues issued by the University.

**Access and Correction Requests**

12. You have the right to request access to and (where necessary) correction of any personal data held by the University relating to you. Such requests should be directed to Data Protection Officer at data.protection@cityu.edu.hk.

13. A reasonable fee may be charged by the University for the processing of any personal data access request.

*Updated in Sept 2020*