



Personal Data Protection Policy

(For MyCredential (Cred-B) Platform)

1. Introduction

This Privacy Policy explains how MyCredential (Cred-B), under UMPSA Advanced and its related subsidiaries (“we,” “our,” or “us”), collects, uses, discloses, and protects your personal information when you use our platform and related services, including program applications and credential management.

This Policy is prepared in accordance with the Personal Data Protection Act 2010 (PDPA), as amended by the Personal Data Protection (Amendment) Act 2024, which came into effect on 1 January 2025. For more information about the PDPA, please visit the official website of the **Department of Personal Data Protection Malaysia** at <https://www.pdp.gov.my/ppdpv1/ppdp/>.

We are fully committed to protecting your personal data and upholding your privacy in compliance with applicable laws and data protection standards.

2. Personal Data We Collect

Personal Data refers to information that identifies you directly or indirectly, including sensitive information and opinions about you. The types of data we may collect include (but are not limited to):

- Name
- Identification Card (IC) Number / Passport Number
- Place of Birth
- Address
- Nationality, Race, and Religion
- Contact Information (phone number, email address)
- Academic Qualifications and Education History
- Employment History and Skills
- Resume/Curriculum Vitae (CV)

- Photograph
 - Other supporting documents relevant to program application (certificates, reference letters, payslip, etc.)
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3. How We Collect Your Personal Data

We may collect personal data through:

- Your direct submissions (e.g., during account registration or application submission)
 - Communications with us (e.g., via email, support channels, or administrative correspondence)
 - Participation in events, seminars, surveys, or promotional activities
 - Third-party sources (e.g., educational institutions, academic referees, or relevant agencies)
 - Automatic data collection from our website or platform (e.g., IP address, cookies, browser type, and device information)
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4. Purpose of Collecting Your Personal Data

Your personal data is collected and processed to:

- To facilitate your registration and application for educational programmes, micro-credentials, or related learning opportunities
 - To evaluate, verify, and process your applications
 - To communicate updates, admission notifications, or interview schedules (if applicable)
 - To maintain internal records, reporting, and administrative purposes
 - To enhance our platform's functionality, services, and user experience
 - To conduct surveys, research, or feedback exercises to improve educational offerings
 - To comply with applicable laws, regulations, or requests from regulatory authorities
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5. Disclosure of Your Personal Data

We may disclose your personal data, strictly on a need-to-know basis, to:

- Universities, faculties, or academic departments involved in processing your programme application or enrolment.
- Affiliated entities and service providers assisting with application processing, verification, and system support.

- Financial institutions or payment gateways for processing application or tuition fee payments.
- Accreditation bodies or regulatory agencies (e.g., MQA, MOHE) for compliance and reporting purposes.
- Legal representatives or guardians (where applicable).
- Government agencies or enforcement authorities, as required by law.

Your personal data **will not be used for commercial or marketing purposes** unrelated to educational applications without your explicit consent.

6. Data Retention

Your personal data will be retained as long as necessary to fulfill the purposes outlined above or as required by applicable laws. Data no longer needed will be securely deleted or destroyed according to our data retention policies.

7. Security of Your Personal Data

We are committed to protecting your data through:

- Encryption technologies and secure servers
- Access controls and authentication mechanisms
- Regular security reviews in compliance with the University's IT Security Policy

Users are responsible for safeguarding their login credentials and should not share passwords.

8. Access and Update of Your Personal Data

You have the right to access, update, or correct your personal data held by us.

Requests related to your personal data may be submitted through email or written correspondence to the following contact:

Data Protection Officer (MyCredential (Cred-B))

Email: info@umpsaadvanced.edu.my

Address:

UMPSA Advanced, Kompleks Pentadbiran Utama,

Lebuh Persiaran Tun Khalil Yaakob,

26300 Kuantan, Pahang.

For verification and security purposes, we may require sufficient proof of identity before processing any data-related request.

9. Consent and Withdrawal of Consent

By submitting your information on MyCredential (Cred-B), you consent to the collection, use, and disclosure of your personal data as described in this Privacy Policy.

You may withdraw your consent at any time by submitting a written request. However, withdrawal of consent may limit your access to programme applications, enrolment services, and related educational features provided through the platform.

10. Changes to This Privacy Policy

We may update or amend this Privacy Policy from time to time. Any changes will be published on the MyCredential (Cred-B) website or other suitable communication channels. Your continued use of our platform after any amendments signifies your acceptance of the revised policy.

11. Third-Party Links and Services

Our platform may link to external websites. This Privacy Policy only applies to MyCredential (Cred-B). We are not responsible for the privacy practices or content of third-party websites. Users are encouraged to review the privacy policies of any linked sites before submitting personal information.

12. Disclaimer

The information provided through MyCredential (Cred-B) is accurate at the time of publication. However, UMPSA Advanced reserves the right to modify processes, policies, or information without prior notice. Applicants are encouraged to check with relevant authorities or departments for the latest updates.

Security Notice:

Secure areas of MyCredential (Cred-B) require a login name and password. Always ensure your login details are kept confidential to prevent unauthorized access.

Notes: If you wish to know more about our processing of your personal data, please do not hesitate to contact the following relevant department:

Telephone No: +609-549 8502

Email Address: info@umpsaadvanced.edu.my

Postal Address: UMPSA ADVANCED, KOMPLEKS PENTADBIRAN UTAMA,
LEBUH PERSIARAN TUN KHALIL YAAKOB,
26300 KUANTAN, PAHANG.