



EDUCATING FUTURE NOW

THINKING REDEFINED



EDUCATING FUTURE NOW PRIVACY POLICY

This section explains how EdFN manages personal data which is collected via our **ONLINE CONTACT FORM**.

For the purposes of this policy, "Personal Data" shall carry the definition assigned to it under the PDPA, and shall include any data about you, the Parents or Student, who can be identified from that data and/or other information to which EdFN has or is likely to have access to.

1. Types of personal data collected

- 1.1 We collect your personal data to help us fulfil your request(s), which lets us carry out our business functions with you. This would include, but not limited to, things like being able to contact you, process your orders, or respond to your customer service inquiries. Examples of such personal data collected include:
- i. Personal information about you and anyone else whose data you provided. Said data may include, but not limited to, names, contact details, preferences, educational information, and demographic data;
 - ii. The type of data that we may collect from you include, but is not limited to, the following:
 - Any information or data that you provide to us when you communicate with us through various means such as email, telephone, SMS, social media, market research, and the internet
 - Instructions that you give to us regarding class enrolments, transfers, replacements/make-up (if any), withdrawals, and other records;

2. Purpose of Collection, Use and Disclosure of Personal Data

- 2.1 The main reasons ("Permitted Purposes") that EdFN collects, uses and shares personal data are:
- i. verifying your identity;
 - ii. maintaining accurate client information and enable customised experiences that meet your preferences and needs;
 - iii. providing, operating and administering EdFN products and services, or processing applications for EdFN products and services;
 - iv. facilitating and administrating the services enrolled by you, including but not limited to providing you with learning or educational material/services;
 - v. sending you marketing information about our services, and notifying you of our marketing events, initiatives, and promotions;
 - vi. for use in promotional, branding and marketing material distributed by EdFN whether online or offline, including but not limited to posts in media, website, print or electronic copies of newsletters and brochures, promotional video advertisements and print advertisement;
 - vii. complying with any applicable laws, regulations, codes of practice, guidelines, or rules or to assist in law enforcement and investigations conducted by any governmental and/or regulatory authority;
 - viii. any other incidental business purpose related to or in connection with the above.

3. To whom your personal data may be disclosed

- 3.1 Any personal data that we collect from you via our Online Contact Form will not be disclosed to any third parties outside of our company, unless ordered by a lawful state agency to do so.

4. Security & Retention of Personal Data

- 4.1 We pledge to take reasonable steps in ensuring the safety of all personal data in our control by implementing security measures to prevent unauthorised access, collection, use and disclosure of this information. However, we cannot be held accountable for potential misuse, accidental access or disclosure that is beyond our control.
- 4.2 We will keep your personal information for as long as we have a business relationship with you, even if that relationship is just an ongoing one, or for however long is necessary according to any contractual arrangements or other legal, regulatory, business, and operational requirements.

5. Questions and Feedback

- 5.1 For any queries, you may email us at [Email EdFN](#) (Attention: Admin-Data). By providing to us your personal data, you declare that you have read, understood and accepted the provisions herein and do hereby consent to the processing of your personal data in accordance with all the foregoing. You acknowledge that the use or continued use of our services shall be deemed as your agreement and consent to be bound by our Privacy Policy.

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