



Maryknoll Convent School Former Students' Association

5 Ho Tung Road, Kowloon Tong, Kowloon

www.mcsfsa.com

Update on Use of Personal Data: Personal Information Collection Statement

March 28, 2013

Dear MCSFSA members,

We are writing to draw your attention to the new Part VI A under the Personal Data (Privacy) (Amendment) Ordinance 2012 which will take effect on April 1, 2013. This was passed by the Legislative Council in June and gazetted on July 6, 2012 (Ord. No. 18 of 2012).

Under the new regulatory regime, the Maryknoll Convent School Former Students' Association ("MCSFSA") is required to procure the consent of any data subjects for direct marketing activities. The new requirement does not apply to your personal data which we have already had control over the use of before April 1, 2013, provided that we have explicitly informed you of our intention to use your personal data in direct marketing and we have not received any objection from you.

We hereby inform you that we intend to use your personal data for one or more of the following purposes including, but not limited to, providing membership services, performing administrative matters, data matching, communication and liaison concerning MCSFSA, MCSFSA Primary Section Branch, MCSFSA Secondary Section Branch, Maryknoll Convent School (Primary Section), Maryknoll Convent School (Secondary Section), Maryknoll Convent School Foundation, Maryknoll Convent School Educational Trust and their respective associates or affiliates; promoting membership benefits and events and any other legitimate purposes as may be required, authorized or permitted by law.

We also intend to use your personal data to process your request for services or benefits provided by MCSFSA; to process billing, payment and collection of donations; to respond to, handle and process any enquiries submitted by you; to verify your identity in connection with any of the services or benefits that may be supplied to you, to solicit donations and contributions for charitable or non-profit making purposes; and to disclose to a third party to comply with any law, legal requirements, orders, directions or requests from any court, authority or government body or any jurisdiction, which may be within or outside of Hong Kong. Unless we receive your objection thereto within the next 7 days, we will continue to use your personal data for the aforesaid purposes. If you wish to object, please contact us at membership@mcsfsa.com or write to our Chair of Membership.

Personal data held by MCSFSA will be kept confidential but MCSFSA may disclose or transfer such personal data (whether within or outside Hong Kong) for the above purposes to MCSFSA Primary Section Branch, MCSFSA Secondary Section Branch, Maryknoll Convent School (Primary Section), Maryknoll Convent School (Secondary Section), Maryknoll Convent School Foundation or Maryknoll Convent School Educational Trust; any agent, contractor or third party service provider; any person with your express or implied consent; any other person under a duty of confidentiality to MCSFSA including without limitation, MCSFSA staff and other business associated organisations which have undertaken to keep such information confidential; any person or entity to whom MCSFSA is under an obligation to may disclosure under the requirements of any law or rules, regulations, codes of practice or guidelines issued by regulatory or other authorities binding on MCSFSA or with which MCSFSA is expected to comply; and to any other business associates/ organisations for promotional or marketing purposes.

MCSFSA will keep the personal data for as long as necessary to fulfill the purposes for which the personal data was collected. Personal data which is no longer required will be destroyed.

We thank you in advanced for your cooperation.

Warm regards,

June Lo
President
Maryknoll Convent School Former Students' Association