

WHEN CAN YOUR DATA BE PROCESSED?



If the data subject has given consent;



If necessary to fulfill a contractual obligation;



If necessary to protect vitally important interests of the data subject (i.e. life & health);



If necessary to respond to national emergency or requirements of public order & safety;



If required by law.

(SEC.21-22 RULE V OF IRR-R.A 10173)

FIVE PILLARS OF COMPLIANCE



COMMIT TO COMPLY:

Appoint a Data Protection Officer



KNOW YOUR RISKS:

Conduct a Privacy Risk or Impact Assessment



BE ACCOUNTABLE:

Write your Privacy Management Program and Privacy Manual



DEMONSTRATE YOUR COMPLIANCE:

Implement Privacy Data and Protection



BE PREPARED FOR BREACH:

Implement Privacy Data and Protection



**MESSAGE US
FOR MORE INFO:**
dpo@cvsu.edu.ph



PRIVACY IN A NUTSHELL:

Things you need to know about
Data Privacy Act of 2012
and its Implementing Rules and Regulations

WHAT IS DATA PRIVACY?

"Data Privacy", also called *"Information Privacy"* is the principle that a person should have control over their Personal Data, including the ability to decide how organizations collect, store, and use their data. (Kosinski & Forrest, 2023)

WHY IS DATA PRIVACY IMPORTANT?









We have never given our personal information as easily as we do today. Technology, and the convenience it offers, has seduced us into handing over our names, addresses, and phone numbers so willingly. Personal data is exchanged for free online and offline services, loyalty card discounts, and personalized brand experiences, among others.

But giving out personal data comes at a potential cost. Security breaches happen where personal information gets destroyed, lost, altered or disclosed, accessed, and processed without consent. Many times, these instances lead to identity theft, fraud, duplication of credit cards, blackmail and damaged reputation — both among individuals and organizations. These breaches are on the rise as organizations increasingly rely on digital data, making data protection more important than ever.

- an excerpt from the "Message of the National Privacy Commission" at the NPC Website

WHAT ARE YOUR RIGHTS AS A DATA SUBJECT?

"Data Subject" refers to individual whose personal, sensitive personal, or privileged information is processed.

-  Right to be **INFORMED**
-  Right to **OBJECT**
-  Right to **ACCESS**
-  Right to **RECTIFICATION**
-  Right to **ERASURE OR BLOCKING**
-  Right to **DAMAGES**
-  Right to **DATA PORTABILITY**
-  Right to **FILE A COMPLAINT**

(SEC. 34 RULE VII OF the IRR - R.A. 10173)

PERSONAL VS. SENSITIVE PERSONAL INFORMATION



Refers to any information whether recorded in material form or not, from which the identity of an individual is apparent or can be reasonably and directly ascertained by the entity holding the information, or when put together with other information would directly and certainly identify an individual such as:

- Full Name
- Address
- Email Address
- Phone Number
- Date of Birth



Data on a person's race, ethnic origin, political opinion, religious/similar beliefs, health, sexual life, (alleged) offenses, and court proceedings, trade union membership.

- Health Records
- Racial or Ethnic Origin
- Religious/Philosophical/Political Beliefs
- Sexual Orientation
- Criminal Record
- Education
- Marital Status
- Age

(SEC. 3 RULE 1 OF the IRR - R.A. 10173)