



DATA PRIVACY STATEMENT

PAREF Woodrose School, Inc. (the “School”) recognizes its responsibilities under **Republic Act No. 10173**, also known as the **Data Privacy Act of 2012** (the “DPA”), its implementing rules, and other relevant laws and issuances, and in accordance with the policies and procedures of the School. The School is thus committed to safeguarding the privacy of personal data as well as to complying with the provisions of the DPA on the collection, use, storage, retention, disposal, access, disclosure, and sharing of personal data.

This Data Privacy Statement details what, why, and how personal data is processed and protected by the School. It also informs you of your rights under the DPA.

WHAT WE COLLECT

The School collects basic and sensitive personal information to effectively carry out its educational functions. This includes:

From Students: Identity details (name, image, birthdate), contact information and address, religion, nationality, health records, and school history including grades. Personal data also includes highly confidential information protected within the mentor-mentee, teacher-student, or coach-coached relationships.

From Parents/Guardians: Identity details (name, image), contact information and address, religion, nationality, and marital status.

WHY WE COLLECT YOUR DATA

The School processes personal data to deliver a safe, high-quality educational experience. Specifically, we use this information to:

1. **Facilitate Academic and Character Formation:** To monitor student progress, deliver instruction, and support the student's holistic development.
2. **Ensure Safety and Well-being:** To maintain a secure campus environment and respond appropriately to any health or medical emergencies.
3. **Manage School Administration:** To handle enrollment, billing, official school communications, and other essential daily operations.

HOW WE USE, STORE, AND RETAIN YOUR DATA

To ensure your data is handled securely and transparently, the School strictly follows these guidelines:

1. **How We Use It** (Processing): Data is used only for declared educational and administrative purposes, which include processing applications, enrollment, billing, and insurance; facilitating academic, extra-curricular, and mentoring/coaching programs; providing medical care and ensuring campus security; and sending official communications, conducting surveys, and generating statistical reports.
2. **How We Store and Protect It** (Security): Your data is recorded in our manual and digital management systems. The School implements strict organizational, physical, and technical security measures to protect your information against unauthorized access, loss, or alteration.
3. **Who Can Access It** (Disclosure): Access is strictly limited to authorized school personnel and contracted third-party service providers. This includes sharing necessary data with government agencies (such as the Department of Education or DOH), our accredited school transport services, learning management system (LMS) providers, and the Parents-Teachers Association (PTA) for official school activities. We will not share or disclose your personal data to external parties without your consent, unless required by law, law enforcement, or when necessary for immediate safety and security.
4. **How Long We Keep It** (Retention): We retain your personal data only for as long as necessary to fulfill our educational purposes, or as required by law and other regulatory issues.

In the unlikely event of a personal data breach that poses a risk to your privacy, the School will promptly notify you and the National Privacy Commission in accordance with the law.*

USE OF PHOTOGRAPHS, VIDEOS, AND MEDIA

The School recognizes that students participate in a wide range of school-related activities where their photographs, videos, and other recorded materials may be captured. The School may opt to use the above-mentioned materials, in whole or in part, for various documentations and publications solely for the following purposes:

- School announcements to celebrate and recognize student achievements
- School exhibits
- Records and evaluation reports of activities or events
- School accreditations and external evaluations
- School yearbooks
- Illustrations of activities or events for articles published in various formats (e.g., school newspaper, website)
- Marketing and publicity-related materials (print, broadcast, outdoor, and/or digital advertising, including Facebook, Twitter, Instagram, etc.)
- Other sanctioned activities and official publications of the School

Opt-Out for Marketing: We celebrate our students' achievements while strictly respecting your privacy. If you do not wish for your or your child's image to be included in general marketing,

publicity, or public social media, please notify the Data Protection Office. Please note that for any highly identifiable posts, a separate and specific consent will always be required.

DATA PROTECTION BY STUDENTS AND PARENTS

As students enjoy learning and communicating online through various platforms, the School expects that the rights of school personnel shall also be protected. In this regard, students and parents shall respect and protect the confidentiality of all personal data (e.g., mobile number, email address, etc. of teachers, mentors, and staff) that the School will provide or make accessible in the process of learning and teaching. Parents and students shall not, without the School's prior written consent, disclose the personal data of school personnel and will undertake measures to make sure that personal data is secure. Should there be disclosure or sharing of personal data, the School shall be immediately informed.

HOW YOU MAY EXERCISE YOUR RIGHTS

In view of the foregoing, please be reminded of your rights in relation to the collection, processing, and storage of personal data, as follows:

1. Right to be informed about the processing of your and/or your child's personal data
2. Right to object to the processing of your and/or your child's personal data
3. Right to access your and/or your child's personal data and how it is processed
4. Right to rectification of your and/or your child's personal data
5. Right to erasure or blocking of your and/or your child's personal data
6. Right to damages (indemnification) if your and/or your child's personal data is used unlawfully
7. Right to file a complaint
8. Right to data portability (obtain copies of your and/or your child's personal data being processed)
9. Right to be represented by lawful heirs or assigns

If you have any questions, concerns, or if you wish to exercise any of the rights listed above, please contact our Data Protection Office at privacy@parefwoodrose.edu.ph.

As of August, 2026