

UNIVERSITY OF THE PHILIPPINES (UP) PRIVACY NOTICE FOR LOOK IT UP (UP HELP DESK)

POLICY

The University of the Philippines System (UP) is committed to comply with the Philippine Data Privacy Act of 2012 (DPA) <http://www.officialgazette.gov.ph/2012/08/15/republic-act-no-10173/> in order to protect your right to data privacy.

This notice explains in general terms the purposes and legal basis/es for the processing of your personal data (personal and sensitive personal information) that UP processes (collects, uses, stores, deletes, etc. operations on) in order to respond to your queries, the measures in place to protect your data privacy and the rights that you may exercise in relation to such information.

The term *UP/University/us* refers to the University of the Philippines System and Constituent University (CU) offices.

The term *you/your* refers to persons who submit queries to UP through *Look It UP* <https://up-edu.zendesk.com/> and communication channels linked to such platform including emails transmitted to UPs Help desks.

As mentioned below, depending upon the nature and purpose of your inquiry, we may ask you to provide certain personal information which will be governed by specific privacy notices (e.g. for UPCAT applicants, students, personnel alumni) at <http://privacy.up.edu.ph/>.

PERSONAL DATA COLLECTED AND THE PURPOSE/S AND LEGAL BASIS/ES FOR PROCESSING SUCH INFORMATION

When you submit an inquiry via email linked to *Look It UP* or through the *Look It UP* ticketing system we collect your name and email address for the purpose of communicating effectively with you.

For those who registered for a *Look It UP* account, we require a strong password for the creation of such account, which we use in order to verify your identity and keep your account secure. If you have a UP email account (@up.edu.ph) you must use this in signing up for your *Look It UP* account pursuant to UP System Memos TJH 2019-07A <https://docs.google.com/document/d/1aTm8ksmsFvU3yzDGnK3R4deJoRxwF0KQ5MKUVPW-hhs/edit?usp=sharing> and TJH 2021-10 [https://privacy.up.edu.ph/memos-and-issuances/\[MEMO%20TJH%202021-10\]%20Remin](https://privacy.up.edu.ph/memos-and-issuances/[MEMO%20TJH%202021-10]%20Remin)

[der%20that%20faculty%20and%20students%20must%20use%20UP%20Mail%20for%20Official%20correspondence%20and%20data%20privacy%20and%20security%20measures%20required%20for%20sending%20attachments%20and%20sharing%20G.pdf](#). Such memoranda were issued in order to uphold your right to data privacy.

If you have no UP email account as you are not our student, faculty, or alumni, or have yet to obtain such email account, we highly recommend that you use an email account secured using a strong password (see for example <https://www.ncsc.gov.uk/collection/top-tips-for-staying-secure-online/three-random-words>) and two factor authentication. See how the same is done for instance for Google accounts <https://support.google.com/accounts/answer/185839?hl=en&co=GENIE.Platform%3DAndroid>

Please do not provide us with additional personal data or attach any files containing identifiable information to your query or request for information unless we require you to do so pursuant to the data processing principle of proportionality. You must submit requirements for instance for UP College Applications or for UP email accounts only through the proper portal or channel. If you provide personal data that we did not require or if the same is not transmitted through the correct portal or channel, we shall not process such personal data and securely delete the same for your protection.

As stated above, in the course of answering your query, UP through authorized personnel may require you to fill up electronic or paper based forms and submit documents containing personal information which are governed by other privacy notices such as the privacy notice for UP College Admissions, students, personnel or alumni found at <http://privacy.up.edu.ph/>.

UP may also process your personal data in order to:

- a. compile statistics and conduct research, subject to the provisions of the DPA, and applicable research ethics guidelines
- b. carry out its mandate as the National University;
- c. comply with other applicable statutory and regulatory requirements, including directives, issuances by, or obligations of UP to any competent authority, regulator, enforcement agency, court, or quasi-judicial body;
- d. To establish, exercise, or defend legal claims;
- e. To fulfill other purposes directly related to the above-stated purposes; and
- f. For such other purposes as allowed by the DPA and other applicable laws.

We process your personal information pursuant to our duty to exercise the right and responsibility of academic freedom, perform our mandate as the National University, in

order to comply with our contractual and legal obligations and in pursuance of our legitimate interests.

HOW UP PROTECTS YOUR PERSONAL DATA

UP has put in place reasonable and appropriate security measures to protect your right to privacy and is committed to reviewing and improving the same. Rest assured that only duly authorized personnel are allowed to process your personal data.

UP takes reasonable and appropriate steps to see to it that its third party service provider Zen Desk and its authorized reseller ThinkBlink Inc., with whom UP has a contract, process your personal data and uphold your data privacy rights pursuant to the provisions of the Philippine Data Privacy Act of 2021 and issuances of the Philippine National Privacy Commission.

ACCESS TO AND CORRECTION OF YOUR PERSONAL DATA AND YOUR RIGHTS UNDER THE DPA

You have the right to access and correct personal data being processed by UP about you. You may access and/or correct your personal data through your teacher.

In order for UP to see to it that your personal data are disclosed only to you, we will require the presentation of your UP ID or other valid government issued ID (GIID) or other IDs or documents that will enable UP to verify and confirm your identity. In case you process or request information through a representative, in order to protect your privacy, UP requires you to provide a letter of authorization specifying the purpose for the request for your personal information, and your UP ID or other valid government-issued ID (GIID), as well as the valid GIID of your representative.

Aside from the right to access and correct your personal data, you have the following rights subject to the conditions and limitations provided under the DPA and other applicable laws and regulations and regulations:

- a. The right to be informed about the processing of your personal data through for example this and other applicable privacy notices.
- b. The right to object to the processing of your personal data, to suspend, withdraw or order the blocking, removal or destruction thereof from our filing system. Kindly note however that, as mentioned above, there are various instances when the processing of personal data you have provided to us is necessary for us to comply with UP's mandate, statutory and regulatory requirements, or is processed using a lawful basis other than consent.
- c. The right to receive, pursuant to a valid decision, damages due to the inaccurate, incomplete, outdated, false, unlawfully obtained, or unauthorized use of personal

data, taking into account any violation of your rights and freedoms as a data subject and

- d. The right to lodge a complaint before the National Privacy Commission provided that you first exhaust administrative remedies by filing a request with the proper office regarding the processing of your information, or the handling of your requests for access, correction, blocking of the processing of your personal data and the like.

REVISIONS TO THIS PRIVACY NOTICE AND QUERIES REGARDING DATA PRIVACY

We encourage you to visit the site where this notice is posted from time to time to see revisions to this privacy notice. We will alert you regarding changes to this notice through this site.

For queries, comments or suggestions regarding this privacy notice please contact the University of the Philippines System Data Protection Officer through the following:

- a. Via post

c/o the Office of the President
2F North Wing Quezon Hall
(Admin Building) University Avenue,
UP Diliman, Quezon City 1101
Philippines

- b. Through the following landlines

(632) 89280110; (632) 89818500 loc. 2521

- c. Through email

dpo@up.edu.ph

For data privacy concerns regarding queries handled by Constituent University offices please contact your respective Constituent University Data Protection Officer.