



## UPD DPO REMINDER SERIES: DATA PRIVACY PRINCIPLES EDITION

**A gentle reminder from the UP Diliman Data Protection Office: Process personal information in accordance with the data privacy principles of Transparency, Proportionality, and Legitimate Purpose**

### TRANSPARENCY PRINCIPLE

The data subject must be **AWARE OF THE NATURE, PURPOSE, AND EXTENT** of the processing of his or her personal data, including the risks and safeguards involved, the identity of personal information controller, his or her rights as a data subject, and how these can be exercised. Any information and communication relating to the processing of personal data should be **EASY TO ACCESS** and understand, using **CLEAR AND PLAIN LANGUAGE**.

Section 18 (a), Rule IV, Republic Act No. 10173 Implementing Rules and Regulations

### AWARE OF THE NATURE, PURPOSE, AND EXTENT

The Data Subjects (i.e., Students, Parents, Faculty, Employees, Applicants) must be informed of the type(s) of personal information that will be collected from them and processed by the University, the reason why the University will process such information, who will have access to such information, and until when will the University retain it.

### EASY TO ACCESS

The University must make information and communication “easily accessible” to data subjects by directly providing, linking to, or signposting it. On a website, a link to the privacy statement/notice should be clearly visible on each page under commonly-used terms, such as “Privacy” or “Privacy Policy.” On an app, it should never be more than “two taps away.”

(<https://iapp.org/news/a/transparency-and-the-gdpr-practical-guidance-and-interpretive-assistance-from-the-article-29-working-party/>)

### CLEAR AND PLAIN LANGUAGE

The requirement to use clear and plain language necessitates using layman’s terms in place of technical words at the risk of not capturing the complex concepts they represent.

(<https://www.privacy.gov.ph/wp-content/uploads/2021/02/NPC-Advisory-2021-01-FINAL.pdf>)