

# **Privacy Policy**

**POLICY # EAI/2024/241041**

**Adopted by the Senate on December 2, 2024**



## **Euro American Institute**

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# 1. Introduction

The Euro American Institute (EAI), Malta, is committed to safeguarding the privacy of our students, faculty, staff, and website visitors. This Privacy Policy outlines how we collect, use, store, and protect your personal data in compliance with the General Data Protection Regulation (GDPR) and Malta's Data Protection Act.

# 2. Scope of the Privacy Policy

Visual Suggestion: Use an infographic to depict the categories of individuals covered by this policy.

This policy applies to:

- **Students:** Prospective, current, and alumni
- **Faculty and Staff:** Academic and administrative personnel
- **Website Visitors:** Individuals interacting with our online platforms
- **Third Parties:** Partners and service providers

# 3. Data We Collect

Visual Suggestion: Create a table or chart summarizing the types of data collected.

Data Category	Examples
Personal Identification	Name, date of birth, nationality, contact details
Academic Information	Educational history, transcripts, course enrollments
Financial Details	Tuition payments, bank account information, scholarship records
Technical Data	IP address, browser type, device information, cookies
Communication Records	Emails, support inquiries, survey responses

## 4. Methods of Data Collection

Visual Suggestion: Incorporate a flowchart illustrating the data collection process.

We collect data through:

- **Direct Interactions:** Forms, applications, and communications
- **Automated Technologies:** Cookies, server logs, and analytics tools
- **Third-Party Sources:** Partner institutions, payment processors

## 5. Purpose of Data Collection

Visual Suggestion: Use icons to represent each purpose for clarity.

- **Academic Administration:** Managing admissions, course registrations, and academic records
- **Service Delivery:** Providing access to online learning platforms and resources
- **Communication:** Sending updates, newsletters, and responding to inquiries
- **Financial Transactions:** Processing payments, scholarships, and financial aid
- **Legal Compliance:** Adhering to regulatory and accreditation requirements

## 6. Legal Basis for Processing

Visual Suggestion: A pie chart showing the distribution of legal bases for data processing.

Our processing of personal data is based on:

- **Consent:** For specific purposes like marketing communications
- **Contractual Necessity:** To fulfill our obligations to students and staff
- **Legal Obligations:** Compliance with laws and regulations
- **Legitimate Interests:** For activities like research and improving services

## 7. Data Sharing and Disclosure

Visual Suggestion: A network diagram showing data flow between EAI and third parties.

We may share your data with:

- **Educational Partners:** For joint programs or exchanges
- **Service Providers:** IT services, payment processors
- **Regulatory Bodies:** Accreditation organizations, government authorities

Note: All third parties are required to adhere to data protection laws.

## 8. Data Retention

Visual Suggestion: A timeline illustrating retention periods for different data types.

**We retain personal data as follows:**

- **Academic Records:** Permanently, for verification purposes
- **Financial Records:** For a minimum of 7 years, as mandated by law
- **Technical Data:** Up to 12 months, for analytics and security

## 9. Data Security

Visual Suggestion: An image of a secure lock or shield symbolizing data protection.

We implement robust security measures, including:

- **Encryption:** Protecting data during transmission and storage
- **Access Controls:** Restricting data access to authorized personnel
- **Regular Audits:** Conducting security assessments and updates

## 10. Your Rights

Visual Suggestion: A checklist or icons representing each user right.

Under GDPR, you have the right to:

- **Access:** Request copies of your personal data
- **Rectification:** Correct inaccurate or incomplete data
- **Erase:** Request deletion of your data under certain conditions
- **Restriction:** Limit processing of your data
- **Portability:** Obtain and reuse your data across different services
- **Objection:** Object to data processing based on legitimate interests
- **Withdraw Consent:** Revoke consent at any time for data processing based on consent

To exercise these rights, contact our Data Protection Officer at

[\[info@euroamerican.edu.mt\]](mailto:info@euroamerican.edu.mt).

## 11. Cookies and Tracking Technologies

Visual Suggestion: An image of cookies or a tracking symbol.

Our website uses cookies to enhance user experience by:

- **Essential Cookies:** Enabling core functionalities

## 12. Review & Continuous Improvement

- This policy will be **reviewed biannually** by the Academic Committee in collaboration with the Quality Assurance Cell (QAC).
- Feedback will be sought through surveys, support logs, and stakeholder consultations.
- EAI is committed to **transparent enhancements**, especially in response to emerging global trends and concerns.