

## **NEW LIFE COMMUNITY SERVICES' DATA PROTECTION POLICY**

NEW LIFE is committed to complying with the Personal Data Protection Act passed by the Singapore Government Parliament in October 2012. This Privacy Policy discloses how NEW LIFE collects, stores and handles the Personal Data which are gathered in accordance to the said act.

By providing your Personal Data to us, you are consenting to this Privacy Policy and the collection, use, disclosure and management of your personal information as described in this Policy.

NEW LIFE respects and honours our stakeholders including sponsors, donors, partners, volunteers and clients; their right to be treated courteously, fairly and have their privacy protected. Personal information is given in good faith by stakeholders and will only be used to maintain or enhance their relationship with NEW LIFE.

Similarly, NEW LIFE protects the rights of sponsors, donors, partners, volunteers, clients and their families, providing only such information deemed necessary and appropriate to maintain the relationship between NEW LIFE and the delivery of services.

### **1. Personal Data**

- a. "Personal Data" refers to any data, or information about an individual from which one can be identified from that data; or from that data and other information to which the organisation has or is likely to have access. Examples of such Personal Data include: Name, NRIC, passport or other identification number(s), telephone number(s), mailing address, e-mail address, photograph(s), and other information relating to an individual.
- b. In line with the PDPA Act 2012, publicly available information on individuals and Business Contact Information ('BCI') will not be considered 'Personal Data'.

### **2. Purpose of Personal Data Collected**

- a. The Personal Data you have provided may be used for one or more of the following purposes:
  - i. To contact you regarding your enquiries;
  - ii. To process and administer any services or programmes requested by you;
  - iii. For identification and verification purposes in connection with any of the services or programmes that may be supplied to you;
  - iv. To facilitate the collection of donations or for payment for programmes and services provided by New Life;
  - v. To generate financial, regulatory, management or other related reports and performance analytics for the purpose of assessment, training, learning purposes, and/or research involving staff, clients, volunteers and/or participants;
  - vi. For funding and subsidy support (where applicable) from donors and sponsors for the purpose of ensuring sufficient funds to sustain New Life operations in meeting our mission objectives;
  - vii. For internal and external publicity purposes in mediums such as printed newsletters, brochures, flyers, posters, banners, calendars, electronic publications, websites and social media platforms (including, but not limited to, photographs and audio/video recordings during New Life events);
  - viii. To meet or comply with New Life's internal policies and procedures and any applicable rules, laws, regulations, codes of practice, or guidelines, orders or requests issued by any court, legal or regulatory body;

- ix. To disclose to a third party to comply with any law, legal requirements, orders, directions or requests from any court, authority or government body of any jurisdiction, which may be within or outside of Singapore;
- x. To be shared across other help-agencies to serve you better in terms of inter-agency service delivery and coordination, and for data analysis and research purposes;
- xi. For marketing, promotional and relationship management purposes, such as sending you updates on our new services and programmes, volunteer opportunities, fund-raising projects, training courses, or other initiatives as undertaken or which involves our organisation;
- xii. To handle feedback or complaints.

### **3. Collection, Use and Management of Information**

- a. Personal information is only collected when necessary and is supplied with consent.
- b. Individuals or groups can, for instance, make an anonymous donation or enquiry.
- c. Surveys for the purposes of improving service, for example, can be completed anonymously.
- d. Personal details are required to link a volunteer with a programme, to process and post a tax-deduction receipt, to keep partners and clients abreast with latest programmes or to send donation appeal letters, so as to maintain the relationship between sponsors, donors, partners, volunteers and clients with NEW LIFE.

### **4. Protecting your Information**

- a. NEW LIFE has also verified the security and privacy provisions of our bank, online payment and mailing agencies with whom we provide information about sponsors, donors, partners, volunteers and clients.
- b. NEW LIFE will not rent, exchange or sell mailing lists of our sponsors, donors, partners, volunteers and clients to other organisations.
- c. Sponsors, donors, partners, volunteers and clients' information may be kept both in hard copy and/or electronic forms. In either case, NEW LIFE has documented procedures to safeguard this information.

### **5. Correcting your Information**

- a. NEW LIFE is committed to allowing sponsors, donors, partners, volunteers and clients to see and correct information that is shown to be incorrect or outdated.
- b. NEW LIFE staff will clearly identify themselves when making contact with sponsors, and all letters and marketing materials will contain NEW LIFE's logo and contact details.
- c. We may from time to time use aggregate non-identifying information (including, but not limited to, photographs and audio/video recordings during NEW LIFE events) of our clients, volunteers and participants in our publication material (including print and non-print mediums) for the purpose of promoting and creating of awareness of our mission and services offered for the benefit of the community.

### **6. Accurate and Complete Information**

- a. As NEW LIFE relies on your Personal Data to provide services to you, you shall ensure, at all times, that the information provided by you is correct, accurate and complete. You shall update us in a timely manner of all changes to the information provided to us. This may be done by contacting the NEW LIFE centre with which you had provided your Personal Data to, or by writing in to the Data Protection Officer ('DPO') (see Point 11).

### **7. Correction, Access or Withdrawal of Personal Data**

- a. You may contact the DPO for one or more of the following purposes:
  - i. Request for amendments to your data on the basis that the Personal Data collected or maintained by NEW LIFE is inaccurate or incomplete;
  - ii. Withdraw\* Consent to any use or disclosure of Personal Data

iii. Provide feedback in relation to NEW LIFE's Privacy Policy

b. If you withdraw\* your consent to any or all purposes and depending on the nature of your request, NEW LIFE may not be in a position to continue to provide our programmes and services to you. Withdrawal of your consent or any key information may affect our ability to deliver the full scope of our services and may be considered a termination of any contractual relationship which you may have with us.

*\*Note: Withdrawal of Consent applies only to the collection, use and disclosure of your Personal Data. It does not apply to the retention of your Personal Data where the purposes for which it was collected remains valid, and NEW LIFE is required to retain such data for legal or business purposes (see Point 10 on Retention of Data).*

c. We will require the entities above to ensure that the Personal Data disclosed to them is kept confidential and secure.

**8. Changes to Privacy Policy**

a. Should there be any changes to this policy, we will post on our website these changes with the effective date of the changed policy.

**9. Withdrawal from Direct Marketing**

a. If you do not wish to receive our newsletters (electronic or hard copies), information about our programmes or promotions about our programmes and services, you may opt out at any time by writing to the DPO (see Point 11).

**10. Retention of Data**

a. Your Personal Data will be retained and stored to the extent one or more of the purposes for which it was collected remains valid, and for legal or business purposes for which retention may, or is deemed to be necessary.

**11. Data Protection Officer ('DPO')**

a. The Data Protection Officer may be contacted at the following mailing and electronic mailing address:

i. Via postal mail:  
*The Data Protection Officer  
Corporate Communications Department  
New Life Community Services  
10 Jelapang Road 677740*

ii. Via email: [comms@newlife.org.sg](mailto:comms@newlife.org.sg)