



Kaagapay ng Komunidad sa Maginhawang Pamumuhay



DPO Ref No.01-2018

MEMORANDUM

TO : **TO ONE AND ALL**

From : **ATTY. JOSE D. MELGAREJO**
Data Protection Officer (DPO)

Subject: **DATA PRIVACY NOTICE**

Date : 08 August 2018

By virtue of Office Order No. 18-0793 Paragraph e thereof, this **DATA PRIVACY NOTICE** enjoins all [SHFC](#) personnel to strictly adhere to privacy and data protection within the organization of our corporation, including observance of all relevant laws, rules and regulations and issuances of the National Privacy Commission (NPC).

In line with the provisions declared in the Data Privacy Act of 2012, SHFC commits itself in the protection of the human right of privacy and communication by ensuring that all personal data gathered / collected are protected without sacrificing the free flow of information. Our Data Privacy Policy to be adopted shall govern the treatment of personally identifiable information that we, SHFC, collect when a user (hereinafter also referred as “you” or “user” including individuals, community associations/organizations and government agencies and its employees, enters into any transaction with us and / or use the <http://www.shfcph.com/> website, forms found therein, downloadable or not.

Therefore, due notice is drawn upon hereunder recitals that:

1. **Your consent is important**— when you visit our site or enter into transactions with SHFC, you may be required to provide us with your personal information, which may be done in writing, electronically or by other recorded means. In doing so, you consent to its use by SHFC in accordance with this Privacy Notice. You may also give your consent through agents specifically authorized to do so.

Your personal information may have been otherwise provided to SHFC by a third-party pursuant to transactions entered into with SHFC. In this context, the term "you" or "your" in this Privacy Notice extends to any individual whose personal information has been provided to SHFC and/or has been collected in other circumstances as described in paragraph 5 of this Privacy Notice.

We may also collect your sensitive personal information (including, data relating to your race, ethnic origin, marital status, age, color, and religious, philosophical or political affiliations, etc.) if you enter/apply for rendition of services or engage our corporate functional needs (such as housing finance, employment opportunities, contract of goods & services, etc.) through recognized and accredited community associations and mobilizers with SHFC, or via SHFC electronic portal or other intermediaries similar thereto. This sensitive information shall only be used to ascertain your application with us necessary in the determination of your capacity and qualification for the services or engagements that you signed up for and the same shall not be disclosed without your explicit consent. You may withdraw/revoke your consent at any time but the same may result in SHFC being unable to provide or grant your application.

Your consent shall first be obtained whenever any other person requests or demands access to your Personal Information and Personal Sensitive Information.

All requests or demands made by any other person for access to your personal information or personal sensitive information shall be submitted to the Data Protection Officer for the determination of [grant or denial of access](#) authorized under the Data Privacy Act (RA101731) or any existing law.

2. ***Types of Personal Information that we collect***— Personal information recorded in a material form or not, from which your identity is apparent or can be reasonably and directly ascertained or when put together would directly and certainly identify you. This includes, but shall not be limited to your name, address, marital status, age, contact details, financial information such as your income, your identity card, place of birth.
3. ***Purpose of the Information that we collect***— the purpose of our collection will enable us to properly address your concerns and ascertain your application with us.
4. ***Manner of Collection of your Personal Information***—we obtain your personal information in various ways, such as, but not limited to applications forms, emails, letters or even during your conversations with our staff/officers in our offices, also from our analysis of your transactions (such as payment history, loans, etc.) and from the data and information that we obtain from third parties (such as other government agencies, legal representatives, spouses, parents, guardians, dependents) and from other publicly available sources.
We may also collect your personal information from our websites IP address (an IP address is a number that is automatically assigned to

your computer when you signed up with an Internet Service Provider). When you visit our website, your IP address may be logged in our server. We will use your IP address to help diagnose your browsing interests and concerns as could be found in our server, and also to administer and manage our website. From your IP address, we may identify information from which you are accessing our website. Generally we do not link your IP address to anything that can enable us to identify you unless it is required by law and regulation.

5. ***What we use in collecting your data***— SHFC collects your data in accordance with paragraph 4 while our website is being improved to meet the requirements under the Data Privacy Act.
6. ***How do we dispose your personal data with us***— Currently, we do not yet dispose any digital personal data but rather retain and store them in our LAN.
7. ***Access to your personal information***— Upon request with our Data Protection Officer, you may access your personal information, correct or cancel the same.
8. ***How you can contact us***— For further information regarding this Data Privacy Notice, you may contact our Data Protection Officer at boardsec78@yahoo.com.
9. ***Effectivity of this Privacy Notice***— This Privacy Notice shall take effect upon personal service and receipt hereof or publication hereof in the SHFC Website, whichever comes first.

Makati City, Philippines 08 August 2018.

- *Personal information controller* refers to a person or organization who controls the collection, holding, processing or use of personal information, including a person or organization who instructs another person or organization to collect, hold, process, use, transfer or disclose personal information on his or her behalf. The term excludes:

(1) A person or organization who performs such functions as instructed by another person or organization; and

(2) An individual who collects, holds, processes or uses personal information in connection with the individual's personal, family or household affairs;

There is control if the natural or juridical person or any other body decides on what information is collected, or the purpose or extent of its processing.

[\(Data Privacy Act of 2012, Section 3, m\)](#)

- *Consent of the data subject* refers to any freely given, specific, informed indication of will, whereby the data subject agrees to the collection and processing of personal information about and/or relating to him or her. Consent shall be evidenced by written, electronic or recorded means. It may also be given on behalf of the data subject by an agent specifically authorized by the data subject to do so.

[\(Data Privacy Act of 2012, Section 3, c\)](#)

Section 37. *Limitation on Rights.* The immediately preceding sections shall not be applicable if the processed personal data are used only for the needs of scientific and statistical research and, on the basis of such, no activities are carried out and no decisions are taken regarding the data subject: Provided, that the personal data shall be held under strict confidentiality and shall be used only for the declared purpose. The said sections are also not applicable to the processing of personal data gathered for the purpose of investigations in relation to any criminal, administrative or tax liabilities of a data subject. Any limitations on the rights of the data subject shall only be to the minimum extent necessary to achieve the purpose of said research or investigation.

[\(Data Privacy Act of 2012\)](#)

- *Processing* refers to any operation or any set of operations performed upon personal information including, but not limited to, the collection, recording, organization, storage, updating or modification, retrieval, consultation, use, consolidation, blocking, erasure or destruction of data. Processing may be performed through automated means, or manual processing, if the personal data are contained or are intended to be contained in a filing system.

[\(Data Privacy Act of 2012, Section 3, o\)](#)