



DIGITAL/WEBSITE PRIVACY POLICY

Effective Date: 1st August 2026

1. Introduction

The University of Media, Arts and Communication (UniMAC) is committed to protecting the privacy and personal information of students, prospective students, staff, visitors, applicants, alumni, parents, researchers, and all stakeholders of our website.

This Privacy Policy explains how we collect, use, store, protect, and disclose personal information when you visit or use www.unimac.edu.gh and related online services.

By using the UniMAC's website, you acknowledge that you have read and understood this Privacy Policy. Where applicable, we will obtain your consent before collecting or processing personal information in circumstances where consent is required by law.

2. Personal Information We Collect

Depending on how you interact with our website, we may collect information including:

- ⦿ Full name, title, and contact details;
- ⦿ Email address, telephone number, and postal address;
- ⦿ Student or applicant identification information;
- ⦿ Academic and application-related information;
- ⦿ Information submitted through enquiry, admission, registration, scholarship, employment, or other online forms;
- ⦿ Payment and transaction information where online payments are available;
- ⦿ Information provided when subscribing to newsletters or University communications;
- ⦿ Website usage information, including IP address, browser type, device information, operating system, and pages visited;
- ⦿ Cookies and similar technologies;
- ⦿ Information contained in communications sent to the University; and
- ⦿ Any other information you voluntarily provide through our website or related services.

We will generally only collect personal information that is reasonably necessary for a legitimate University purpose or where required or permitted by applicable law.



3. How We Collect Information

We may collect information:

- ⊙ Directly from you when you complete forms or communicate with us;
- ⊙ When you apply for admission, employment, scholarships, alumni relations or other University services;
- ⊙ When you register for events, courses, newsletters, or online services;
- ⊙ Automatically when you browse or interact with our website;
- ⊙ Through cookies and similar technologies;
- ⊙ From authorised third-party service providers; or
- ⊙ From publicly available sources where permitted by law.

4. How We Use Personal Information

The University may use personal information to:

- a. Provide and administer University services;
- b. Process applications, enquiries, registrations, and requests;
- c. Communicate with students, applicants, staff, alumni, and website users;
- d. Provide information about programmes, events, services, and activities;
- e. Process payments and maintain appropriate financial records;
- f. Improve the functionality, security, and performance of our website;
- g. Monitor website usage and conduct analytics;
- h. Prevent fraud, misuse, unauthorised access, and other security incidents;
- i. Comply with legal, regulatory, accreditation, and institutional obligations;
- j. Conduct research, planning, reporting, and statistical analysis where appropriate safeguards are in place; and
- k. Carry out other purposes that are communicated to you at the time information is collected or otherwise permitted by law.

5. Legal Basis for Processing

Where applicable, the University processes personal information on one or more of the following bases:

- Your consent;
- Performance of a contract or provision of requested services;



- Compliance with a legal or regulatory obligation;
- Protection of vital interests;
- Performance of a task carried out in the public interest or in the exercise of official authority, where applicable; or
- A legitimate interest pursued by the University, provided that such interest is not overridden by applicable privacy rights.

Where processing is based on consent, you may withdraw your consent subject to legal or contractual limitations.

6. Cookies and Similar Technologies

The UniMAC website may use cookies and similar technologies to improve user experience, remember preferences, understand website traffic, and maintain website security.

Some cookies are essential for the website to operate properly, while others may be used for analytics or other optional purposes.

You may be able to control or disable cookies through your browser settings. Disabling certain cookies may affect the functionality of parts of the website.

7. Sharing and Disclosure of Information

UniMAC does not sell personal information.

We may disclose personal information to authorised parties where reasonably necessary, including:

- University departments and authorised personnel;
- Service providers that provide hosting, IT, payment processing, communications, analytics, security, or other services;
- Government, regulatory, accreditation, or law-enforcement authorities where required or permitted by law;
- Professional advisers, auditors, or other authorised third parties;
- Affiliated institutions or partners where appropriate and lawful; and
- Other parties with your consent or as otherwise authorised by applicable law.



Where we engage third parties to process personal information on our behalf, we will take reasonable steps to ensure that appropriate confidentiality and security obligations are in place.

8. International Transfers

Some UniMAC service providers or technology platforms may process or store personal information outside the country in which you reside.

Where personal information is transferred internationally, the University will take reasonable steps to ensure that the transfer and subsequent processing comply with applicable data-protection requirements and that appropriate safeguards are implemented.

9. Data Security

UniMAC takes reasonable administrative, technical, and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration, disclosure, or destruction.

However, no internet transmission or electronic storage system can be guaranteed to be completely secure. *Users should therefore take appropriate precautions when submitting information online.*

10. Data Retention

UniMAC retains personal information only for as long as reasonably necessary for the purposes for which it was collected, to meet legal and regulatory requirements, to resolve disputes, or to enforce University policies and agreements.

Different categories of information may be retained for different periods in accordance with applicable University records-management and retention requirements.

11. Your Privacy Rights

Subject to the Ghana Copyright Act 2005 (Act 690), applicable laws and any relevant exemptions, you may have rights to:



- Request access to personal information held about you;
- Request correction of inaccurate or incomplete information;
- Request deletion of personal information where legally applicable;
- Object to or request restriction of certain processing;
- Withdraw consent where processing is based on consent;
- Request information about how your personal information is being processed; and
- Lodge a complaint with the appropriate data-protection or regulatory authority.

To exercise an applicable privacy right, please contact the UniMAC using the details provided below.

12. Third-Party Websites and Services

The UniMAC website may contain links to other partner websites, applications, social-media platforms, or services operated by third parties.

This Privacy Policy does not apply to those third-party websites or services. We encourage you to review their respective privacy policies before providing personal information.

The University is not responsible for the privacy practices or content of third-party websites.

13. Children's Privacy

The UniMAC website is not generally intended to collect personal information from children without appropriate authorisation.

Where the University knowingly collects personal information relating to minors, it will take appropriate measures consistent with applicable law and University policies.

14. Changes to This Privacy Policy

The University may update this Privacy Policy from time to time to reflect changes in our services, technology, legal requirements, or privacy practices.

Any revised policy will be published on this webpage with an updated “**Last Updated**” date. We encourage users to review this Privacy Policy periodically.



15. Contact Us

If you have questions, concerns, or requests relating to this Privacy Policy or the University's handling of personal information, please contact:

Public Affairs Directorate
University of Media, Arts and Communication
No. 5 Alboran Street, South Legon, Accra

P.O. Box GP 667, Accra -North
GA-194-3855
Email: pad@unimac.edu.gh
Telephone: +233 (0) 302 228 336
Website: www.unimac.edu.gh

If you believe that your privacy rights have not been adequately addressed, you may also have the right to contact the relevant data-protection authority in your jurisdiction.

16. Governing Law

This Privacy Policy shall be interpreted and applied in accordance with the laws and regulations applicable to Ghana, including applicable data-protection and privacy legislation.

By using this website, you acknowledge that you have had the opportunity to read this Privacy Policy and understand how the University may process your personal information.

Thank you