

Policy area	Governance
Standards	Compliance Standards for RTOs, Requirement
Responsibility	Chief Executive Officer
Classification	<b>Public</b>

## 1. Our Commitment

At UMA College (RTO 45617), we value your privacy. While we love engaging with our students and community on social media, we are committed to protecting your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

## 2. Collection of Information

We may collect information you provide via our social media pages (Facebook, Instagram, LinkedIn, etc.) when you:

- Comment on our posts or send us direct messages.
- Complete "Lead Gen" forms or click on our advertisements.
- Participate in competitions, surveys, or enrolment enquiries.

Note: Social media platforms also collect your data independently. We recommend reviewing the specific privacy policy of the platform you are using (e.g., Google, Meta's Data Policy).

## 3. Use of Information

UMA College uses the information collected on social media to:

- Respond to your enquiries regarding our nationally recognised training and RTO services.
- Provide updates on campus life, enrolment dates, and educational resources.
- Improve our marketing and student outreach programmes.

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Important: We will never ask you to post sensitive information—such as your USI (Unique Student Identifier), Tax File Number, or bank details publicly on our social media walls.

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### 4. User-Generated Content

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By tagging UMA College or posting on our pages, you grant us a non-exclusive, royalty-free licence to re-share or use that content for promotional purposes. If you wish for a photo or post featuring yourself to be removed, please organise a request by contacting us directly.

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### 5. Disclaimer

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- **General Information Only:** Content posted on our social media channels is for general informational purposes and does not constitute a formal enrolment contract or guaranteed course outcome.
- **Third-Party Links:** We may share links to external websites. UMA College is not responsible for the content or privacy practices of these third-party sites.
- **Moderation:** We reserve the right to remove comments that are defamatory, offensive, or breach the National Code of Practice.

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### 6. Community Guidelines

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To keep our digital campus safe, we ask that all users:

- **Be Respectful:** No bullying, harassment, or unauthorised tags.
- **Stay Private:** Do not post your student ID or contact details in public comments.
- **No Spam:** Avoid posting unauthorised advertisements or repetitive links.

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## 7. Contact

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If you have questions about how your data is handled, or if you wish to lodge a formal privacy complaint, please contact our Admin Officer:

- Email: [info@uma.edu.au](mailto:info@uma.edu.au)
- Website: <https://www.uma.edu.au>
- RTO Code: 45617
- CRICOS Code: 04318A