

# Privacy Policy

Effective Date: March 2026

## 1. Introduction

Pacific Design Academy ("PDA", "we", "us", or "our") is a private post-secondary institution located in Victoria, British Columbia, Canada. We are committed to protecting the personal information of our students, staff, and website visitors in accordance with the Personal Information Protection Act (PIPA) of British Columbia.

This Privacy Policy explains how we collect, use, disclose, and safeguard personal information through our Student Learning Portal (mypda.ca), which is operated using the Moodle Learning Management System (LMS). This policy applies to all students, instructors, staff, and authorized users of the portal.

## 2. Information We Collect

PDA collects personal information necessary to administer academic programs and operate the Student Learning Portal. This may include:

### 2.1 Identity and Contact Information

- Full legal name
- Student email address (@pdaeducation.com)
- Mailing address and phone number
- Emergency contact details

### 2.2 Academic Records

- Course enrolment and completion records
- Assignment submissions and grades
- Instructor feedback and evaluations
- Program progress and credential status

### 2.3 Learning Management System Usage Data

- Login activity, timestamps, and session duration
- Course access and module completion
- Forum participation and messaging activity
- File uploads and submission history

## 3. How We Use Your Information

PDA uses your personal information for the following purposes:

- To administer your enrolment and deliver educational programs
- To provide access to the Student Learning Portal (mypda.ca)

- To communicate course updates, grades, and institutional announcements
- To process password resets and account support requests
- To meet our obligations as a regulated post-secondary institution
- To report to the Private Training Institutions Regulatory Unit (PTIRU) as required by law
- To improve our programs, services and student learning experience

## 4. Disclosure of Your Information

We do not sell your personal information. We may share your information only in the following circumstances:

### 4.1 Regulatory Reporting — PTIRU

As a private post-secondary institution operating in British Columbia, PDA is regulated by the Private Training Institutions Regulatory Unit (PTIRU). We are required to share certain student records with PTIRU for the purposes of program approval, compliance monitoring, and student protection. Information shared may include enrolment status, program completion, and credential issuance.

### 4.2 Service Providers

PDA uses trusted third-party service providers to operate our systems, including our Moodle LMS and Microsoft 365 for student email. These providers are bound by confidentiality agreements and may only use your information to provide services to PDA.

Some service providers may store or process data outside Canada. When this occurs, PDA ensures appropriate contractual safeguards are in place to protect personal information.

### 4.3 Legal Requirements

PDA may disclose personal information if required to do so by law or in response to a valid legal request.

## 5. Cookies and Session Data

The Student Learning Portal uses cookies to maintain secure login sessions, remember user preferences, and support essential platform functionality. These cookies are necessary for the Moodle system to operate correctly and are not used for advertising or marketing purposes.

## 6. Data Retention

PDA retains student personal information for as long as is necessary to fulfill the purposes described in this policy, or as required by applicable law and regulatory requirements. Academic records are typically retained for a minimum of seven (7) years following program completion.

## 7. Your Rights Under PIPA

Under British Columbia's Personal Information Protection Act (PIPA), you have the right to:

- Request access to your personal information held by PDA
- Request correction of inaccurate or incomplete information

- Withdraw consent for certain uses of your information (subject to legal and contractual limitations)
- File a complaint with the Office of the Information and Privacy Commissioner for BC (OIPC)

To exercise any of these rights, please contact us using the information provided in Section 9.

## 8. Security of Your Information

PDA takes reasonable technical and administrative measures to protect your personal information from unauthorized access, use, disclosure, or destruction. Our Student Learning Portal is hosted on a secured server with access controls, and student accounts are protected by password authentication.

Students are responsible for maintaining the confidentiality of their own login credentials. Users should log out of shared computers and notify PDA immediately if they believe their account has been compromised.

## 9. Contact Information

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact:

### **Pacific Design Academy**

Victoria, British Columbia, Canada

Email: [info@pdaeducation.com](mailto:info@pdaeducation.com)

Website: [mypda.ca](http://mypda.ca)

## 10. Updates to This Policy

PDA may update this Privacy Policy from time to time. The most current version will always be available on our Student Learning Portal. We encourage students to review this policy periodically. Continued use of the portal following any changes constitutes acceptance of the updated policy.