

National University of Singapore (NUS) Do Not Call (DNC) Policy

Purpose

This policy ensures NUS complies with Singapore's **Do Not Call (DNC) provisions** under the **Personal Data Protection Act (PDPA)** when communicating with students, alumni, faculty, staff, donors, external partners, and course participants via phone, SMS, email, MMS, and fax.

Scope

Applies to all university departments, faculty, staff, student organizations, course administrators, and third-party service providers sending marketing, promotional, or recruitment communications on behalf of NUS.

DNC Compliance

- NUS will check the **DNC Registry** before sending marketing messages unless consent is obtained.
- Marketing messages will **only** be sent to those who **opt in**.
- Consent can be withdrawn anytime by contacting **dpo@nus.edu.sg**.

Consent Collection

- Opt-in is available during **course registration, onboarding, donor engagement, event participation, or program enrolment**.
- Consent records are kept for **2 years** or until withdrawn.
- Withdrawal requests will be processed within **30 calendar days**, in accordance with PDPA guidelines.

Exemptions

DNC rules do **not** apply to:

- Administrative messages (e.g., schedules, fee reminders, security alerts).
- Service-related messages (e.g., student support, faculty communication, alumni updates, course-related notices).
- Emergency notifications.

Retention & Review

- Consent records are maintained for **2 years**.
- Policy reviewed **annually** for compliance.

Contact Information

For DNC inquiries or to opt out, contact dpo@nus.edu.sg.

By engaging with NUS, all stakeholders acknowledge and agree this policy.