

Effective date: 12 October 2026

Last reviewed: 12 October 2026

1. INTRODUCTION

The Swiss Hotel School (Pty) Ltd ("SHS", "the School", "we", "us" or "our") respects the privacy and protection of personal information entrusted to us.

This Privacy Policy explains how we collect, use, store, disclose and protect personal information in accordance with the Protection of Personal Information Act, 2013 (Act No. 4 of 2013) ("POPIA"), its applicable regulations and other relevant South African legislation.

The policy applies to personal information processed in connection with our educational programmes, admissions, student administration, staff employment, campus operations, marketing activities and website, including interactions with parents, guardians, sponsors, graduates, suppliers and hospitality industry partners.

We are committed to processing personal information lawfully, fairly and transparently, and only for lawful and justified purposes.

This policy should be read together with our PAIA Manual and any additional privacy notices applicable to particular activities.

2. RESPONSIBLE PARTY

The responsible party for purposes of POPIA is:

The Swiss Hotel School (Pty) Ltd

Physical address:

33-35 Bond Street, Ferndale, Randburg, Gauteng, 2194, South Africa.

Website: <https://www.swisshotelschool.co.za>

General enquiries: info@swisshotelschool.co.za

Information Officer: Stephen Hickmore

Privacy enquiries: hickmore@swisshotelschool.co.za

The Information Officer is responsible for overseeing the School's compliance with applicable data protection legislation and coordinating requests or enquiries concerning personal information.

3. WHAT IS PERSONAL INFORMATION?

Personal information means information relating to an identifiable, living natural person and, where applicable under POPIA, an identifiable existing juristic person.

Depending on the circumstances, this may include names, identification numbers, contact details, academic records, employment information, financial information, photographs, correspondence and other information that identifies or relates to a person.

Special personal information, such as certain health information or information concerning criminal behaviour, and personal information relating to children, receives additional protection under POPIA.

4. PERSONAL INFORMATION WE COLLECT

The categories of information collected depend on the individual's relationship with SHS and the services or activities involved.

4.1 Prospective students and applicants

We may collect:

- Names, surnames and contact details.
- Date of birth and identification or passport information, where required.
- School results, academic transcripts and qualifications.
- Application forms and supporting documents.
- Information relating to programme selection and admission.
- Parent, guardian or sponsor details where relevant.
- Information required for bursaries, scholarships or financial arrangements.
- Communications, enquiries and application progress.

4.2 Registered students and graduates

We may process:

- Registration, attendance and academic records.
- Assessment results, examination records and qualifications.
- Student support and relevant disciplinary records.
- Information relating to workplace learning and internships.
- Student accommodation and campus administration information.
- Financial accounts and payment records.
- Photographs and other media, where applicable.
- Information required by education authorities, quality assurance bodies and awarding organisations.

4.3 Parents, guardians and sponsors

We may collect contact information, billing details, payment records, correspondence and other information necessary to administer applications, sponsorships, student fees and related arrangements.

Information will only be disclosed to parents, guardians, or sponsors where permitted by law and appropriate to the circumstances, taking into account the student's rights and applicable confidentiality requirements.

4.4 Employees, lecturers and applicants for employment

We may process recruitment information, qualifications, professional experience, employment contracts, payroll details, tax information, performance records and other information reasonably required for employment administration and compliance with legal obligations.

4.5 Website visitors and general enquiries

When you use the forms on our website (Enquire, Book a Tour, Open Day RSVP and Apply Now), we collect the details you enter: your name and contact details, the programme you are interested in, your preferred tour or Open Day date and, for applications, your application details and supporting documents.

Applications are passed to our student information system. Enquiries, tour requests, and Open Day RSVPs are stored on our website and in our email platform so we can respond and send you the information you requested. Our website also collects technical information through cookies and similar technologies, as described in section 14

4.6 Suppliers and industry partners

We may collect business contact details, contractual information, correspondence, invoicing details and other information necessary to manage professional relationships.

5. HOW WE COLLECT PERSONAL INFORMATION

Personal information may be collected:

- Directly from the individual.
- Through application and registration forms.
- Through our website and online enquiry facilities.
- Through telephone calls, emails and other communications.
- From parents, guardians or authorised representatives where appropriate.
- From schools, educational institutions, awarding bodies or employers where lawful and necessary.
- From internship hosts, sponsors and hospitality industry partners where relevant.
- From public sources where permitted by law.
- Through campus security systems, including CCTV, where applicable.

Where personal information is obtained from another source, we will comply with applicable POPIA requirements concerning the collection and notification of data subjects, subject to any lawful exception.

6. PURPOSES FOR WHICH WE PROCESS PERSONAL INFORMATION

SHS processes personal information only where a lawful basis exists, and the processing is appropriate to the relevant purpose.

These purposes may include:

1. Responding to enquiries and providing information about our programmes.
2. Assessing applications and administering admissions.
3. Registering students and delivering educational programmes.
4. Managing academic assessments, examinations and qualifications.
5. Meeting accreditation, quality assurance and regulatory requirements.
6. Administering student fees, accounts, bursaries and scholarships.
7. Communicating with students and, where appropriate, parents, guardians and sponsors.
8. Facilitating workplace learning, internships and industry placements.
9. Managing student accommodation and campus facilities.
10. Recruiting and managing employees and contractors.
11. Maintaining accounting, tax and other statutory records.
12. Maintaining campus safety and security.
13. Managing our website, IT systems and administrative operations.
14. Communicating relevant institutional news, events and marketing information where legally permitted.
15. Protecting our legal rights, enforcing agreements and addressing disputes.
16. Complying with applicable laws, regulations and lawful requests from authorised authorities.

We will not use personal information for an incompatible purpose unless permitted by POPIA or another applicable law.

7. LAWFUL BASIS FOR PROCESSING

Depending on the circumstances, SHS may process personal information on the basis of:

- The individual's consent, where consent is required or relied upon.
- The necessity of processing to conclude or perform a contract.
- Compliance with a legal obligation.
- The protection of a legitimate interest of the individual, where applicable.
- The pursuit of legitimate interests of SHS or a third party, where permitted by law and balanced against the individual's rights.
- Any other lawful basis recognised by POPIA.

Where consent is required, it will be obtained appropriately. Where processing is based on consent, individuals may withdraw that consent, subject to applicable law. Withdrawal does not retrospectively invalidate processing lawfully undertaken before withdrawal, nor does it prevent processing on another valid legal basis.

8. CHILDREN'S PERSONAL INFORMATION

SHS recognises that personal information relating to children requires particular care under POPIA.

Where we process personal information relating to a child, we will do so only where a lawful basis exists, and the applicable requirements of POPIA are met, including any required prior authorisation from a competent person or any applicable statutory exception.

Depending on the circumstances, a parent or legal guardian may need to provide authorisation or assist in exercising a child's rights.

We will take reasonable steps to protect children's information and will not knowingly process it unlawfully.

9. SHARING AND DISCLOSURE OF PERSONAL INFORMATION

SHS does not sell personal information to third parties.

We may share personal information where necessary and lawful with:

- Relevant education and regulatory authorities.
- The Department of Higher Education and Training, where applicable.
- The Council on Higher Education, QCTO, SAQA and other relevant quality assurance or qualification bodies, as applicable.
- City & Guilds and other relevant awarding or assessment organisations.
- Employers, internship hosts and workplace learning partners where necessary for training and placements.
- Parents, guardians and sponsors where legally permitted or appropriately authorised.
- Banks, payment processors, accountants, auditors and professional advisers.
- IT, website, hosting, communication and learning management system service providers.
- Insurers, legal advisers and other service providers, where necessary.
- Government departments, law enforcement agencies or courts where legally required or authorised.

We seek to ensure that third parties receiving personal information are subject to appropriate confidentiality, security and data protection obligations where required.

We will disclose only information reasonably necessary for the relevant purpose, subject to applicable law.

10. INTERNATIONAL TRANSFERS

SHS may facilitate international internships, workplace placements and other educational opportunities. These activities may require the transfer of personal information to or access by recipients outside South Africa. Where such transfers occur, SHS will comply with section 72 of POPIA and other applicable requirements governing transfers of personal information outside the Republic.

Depending on the circumstances, appropriate safeguards may include an adequate level of protection under the recipient country's laws, binding agreements with the recipient, or another lawful basis recognised by POPIA.

Information will not be transferred internationally without due consideration of the applicable legal requirements.

Some of the service providers we use to run our website and admissions store, or process personal information, are outside South Africa. These include our email platform (Kit, in the United States), Google (Google Analytics) and Meta (the Meta Pixel). We use these providers only where section 72 of POPIA allows it, for example, where the recipient is bound by law or by an agreement that gives personal information an adequate level of protection, or where the transfer is needed to respond to your request or to perform a contract with you.

11. INFORMATION SECURITY

SHS takes reasonable technical and organisational measures to protect personal information against loss, damage, unauthorised access, unlawful processing, disclosure, alteration or destruction.

Depending on the systems and information concerned, these measures may include:

- Restricted access to personal information.
- Password protection and appropriate access controls.
- Physical security at campus premises.
- Confidentiality obligations for employees and relevant service providers.
- Secure storage, backup and disposal procedures.
- Appropriate IT security measures.
- Staff awareness and internal procedures for handling personal information.
- Procedures for responding to suspected security incidents.

No method of electronic transmission or storage can be guaranteed to be completely secure. SHS will continue to review and improve its safeguards in line with applicable requirements and the risks associated with its processing activities.

12. DATA BREACHES

If SHS has reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person, we will assess the incident and take appropriate steps to contain and investigate it.

Where required by POPIA, SHS will notify the Information Regulator and affected data subjects as soon as reasonably possible, subject to applicable legal requirements and any lawful directions concerning the timing or content of the notification.

Notifications will be made in accordance with the law and may include information about the nature of the incident and measures individuals can take to protect themselves.

13. RETENTION OF PERSONAL INFORMATION

Information from our website forms is kept for set periods: applications that are started but not submitted are deleted after 60 days without changes; the personal details in enquiries, tour requests and Open Day RSVPs are deleted from the website after 24 months; documents uploaded with an application are removed from the website once they have been transferred to our student information system.

If you ask to receive our news, we keep your details on our email platform while you are subscribed. When you unsubscribe, we stop emailing you at once; your address then stays on the platform, marked as unsubscribed, so that you are not emailed again, unless you ask our Information Officer to delete it.

14. COOKIES AND WEBSITE TECHNOLOGIES

Our website uses cookies and similar technologies. Cookies are small files that a website stores on your device. We use them to make the website work (for example, to remember where you are in an application during your visit), to understand how visitors use the website through Google Analytics, and to measure and improve our advertising through the Meta (Facebook) Pixel.

Google and Meta may collect information such as your device's IP address, the pages you visit and how you arrived at our website, and may process it outside South Africa (see section 10). We do this on the basis of our legitimate interest in running and improving our website and in promoting our programmes (section 11(1)(f) of POPIA).

We do not use cookies to identify you by name, and we do not sell the information. You can object to this processing at any time. To stop Google Analytics and the Meta Pixel on your device, open www.swisshotelschool.co.za/?tracking=off; your browser remembers the choice, and www.swisshotelschool.co.za/?tracking=on turns them back on. If your browser sends a Global Privacy Control signal, we treat it as the same objection.

You can also opt out of Google Analytics everywhere with Google's browser add-on (tools.google.com/dlpage/gaoptout) and manage the advertising you see in your Facebook or Instagram settings. For any other objection or question, contact our Information Officer. Turning tracking off or blocking cookies will not stop you from using the website; an application you have started can always be resumed from the link we email you

15. DIRECT MARKETING AND COMMUNICATIONS

SHS may communicate with prospective students, students, graduates and other relevant individuals about programmes, admissions, events, institutional news and related opportunities, subject to applicable law.

Where electronic direct marketing requires consent under POPIA, the School will obtain that consent in accordance with the applicable requirements.

Where the law permits marketing to existing customers or similar recipients without prior consent, SHS will comply with the relevant statutory conditions, including providing an appropriate opportunity to object where required.

Individuals may request that marketing communications stop by using the unsubscribe facility provided in the communication, where available, or by contacting the School.

We send our newsletter and news about Open Days and events only to people who ask for it, for example, by ticking the box on our website forms. Every email has an unsubscribe link.

An objection to marketing will not necessarily preclude communications necessary for academic administration, contractual performance, student safety, or legal compliance.

16. RIGHTS OF DATA SUBJECTS

Subject to applicable law and any lawful limitations, individuals have rights concerning their personal information.

These rights may include the right to:

- Be informed about the collection and use of their personal information.
- Request access to personal information held about them.
- Request correction of inaccurate, irrelevant, excessive, outdated, incomplete or misleading information.
- Request deletion or destruction of personal information where the requirements of POPIA are met.
- Object to certain processing where the Act permits an objection.
- Object to the processing of personal information for direct marketing in accordance with applicable law.
- Withdraw consent where processing is based on consent.
- Lodge a complaint with the Information Regulator.
- Seek appropriate remedies where their rights have been infringed.

Requests will be considered in accordance with POPIA, PAIA and any applicable prescribed procedures. Certain records may be retained or access may be refused where the law permits or requires this.

17. HOW TO EXERCISE YOUR RIGHTS

To submit a privacy enquiry or request concerning your personal information, please contact:

The Information Officer

The Swiss Hotel School (Pty) Ltd
33-35 Bond Street, Ferndale, Randburg, Gauteng, 2194, South Africa.

Email: hickmore@swisshotelschool.co.za

Please describe your request clearly and provide sufficient information to enable us to identify the relevant records. We may request reasonable proof of identity or authority to protect personal information from unauthorised disclosure.

Requests for access to records may need to be submitted using the applicable PAIA procedure and prescribed forms.

We will consider requests and respond within the applicable legal time limits.

18. THIRD-PARTY WEBSITES

Our website may contain links to external websites, including social media platforms, educational partners, accommodation providers or other organisations.

SHS is not responsible for the privacy practices, security or content of third-party websites that it does not operate.

Visitors should review the privacy policies of external websites before providing personal information to them.

19. CHANGES TO THIS POLICY

SHS may update this Privacy Policy from time to time to reflect changes in legislation, our operations, website technologies or personal information processing practices.

The latest version will be published on our website, together with an updated review date where appropriate.

We encourage visitors to review this policy periodically.

20. COMPLAINTS AND THE INFORMATION REGULATOR

If you believe that SHS has processed your personal information unlawfully or has infringed your rights under POPIA, please contact our Information Officer in the first instance.

You also have the right to lodge a complaint with the Information Regulator of South Africa.

Information Regulator of South Africa

Website: <https://inforegulator.org.za/>

Email: enquiries@inforegulator.org.za

Telephone: 010 023 5200

The Regulator's official website provides further guidance and information on submitting complaints.

21. RELATED DOCUMENTS

This Privacy Policy should be read together with the following documents, where applicable:

- The Swiss Hotel School (Pty) Ltd PAIA Manual.
- Applicable student admission and registration terms.
- Student and employee policies.
- Applicable consent forms and activity-specific privacy notices.

The Swiss Hotel School (Pty) Ltd

Committed to responsible handling and protection of personal information.