



## Privacy Policy

We gather various types of information directly from you, such as the details you provide during course registration, interactions on our site, and communication with other users or administrators. Additionally, we may collect data from third-party platforms you connect with <https://www.learnacadme.com/> (MACHPAY FINTECH LLP). Some information is also collected automatically, including data about your device and your usage patterns on our platform.

**Personal Information You Provide:** When using our services, we may request personal information such as your name, address, email, phone number, billing details, educational background, workplace information, and other identifying details.

**Information from Third-Party Services:** If you use third-party services linked to our platform, we may collect relevant information. For instance, if you log in using Google, with your consent, we will store and process data from your Google account, such as your name, email, and phone number.

**Usage Data:** We gather data about how you interact with our services, including areas visited and features used. We may also collect technical details like your IP address, browser type, access times, and referring websites.

**Children's Privacy:** We prioritize the protection of children's privacy. Our site is intended for users aged 13 and above. We do not knowingly collect payment-related information from children.

**Payment & Billing:** If you use our platform's billing features, additional details such as your mailing address may be required to process payments. Payments are handled through third-party gateways. While we strive to ensure data protection, we are not responsible for how these third parties handle information. However, we maintain agreements with our providers to prevent the misuse of user data.

**Cookies:** Our site uses cookies to recognize users and improve their experience by remembering preferences. The information collected through cookies is not shared or sold to outside parties. Disabling cookies may reduce site functionality but will still allow basic browsing.

**Third-Party Cookies:** Occasionally, we may collaborate with third-party services to track non-personally identifiable information and website usage. These third

parties may use cookies, but the data collected remains anonymous and is solely for analytics purposes to improve our services. Record Keeping and Data Management Policy: Active user account data will be kept as long as the account is active. If a user deletes their account, the related personal data will be removed or anonymized as per legal requirements. For inactive accounts, data may be stored for 1 to 3 years, after which it may be deleted. Course progress data, such as enrollment details and completion status, will be retained as long as the respective course version remains active and has not been formally retired or deprecated from the platform, for reporting and record purposes. Certificates may be stored permanently or for a long period so users can verify them in the future. Financial records, including invoices and payment details, will be retained for 5 to 8 years to meet tax and legal requirements. System logs, such as login history and IP records, will usually be kept for 6 to 12 months for security and monitoring purposes, and then securely deleted. Data Sharing: Access to your personal information is limited to employees who require it for service-related purposes and are bound by confidentiality agreements. We collect and store this data to enhance our services by analyzing user trends and needs. How We Use Your Data: Your information helps us provide services, communicate with you, resolve technical issues, prevent fraud, and improve our offerings. Data analysis allows us to better understand user behavior and serve personalized content and advertisements. Who We Share Your Data With: We may share some data with instructors, other students, service providers, business partners, analytics firms, and advertising companies to support and promote our platform. Data may also be shared for legal reasons or during a corporate restructuring. Aggregated or anonymized data may be shared with third parties. Sharing Your Personal Information: As a student, we may ask to display your testimonials, photos, or videos on our website or social media channels such as Facebook, YouTube, or LinkedIn. Publicly shared information may result in unsolicited messages. If you prefer not to share such details, you can contact us. Security: We apply appropriate security measures based on the sensitivity of the data we store. However, unauthorized access remains a risk, so it's essential to safeguard your account credentials and notify us of any suspicious activity.

We may update this Privacy Policy periodically, with any significant changes highlighted. We encourage regular reviews of this policy to stay informed about how we protect your data. By continuing to use the site, you agree to the terms of this Privacy Policy and any future revisions.