

Privacy Policy

Effective Date: 01/11/2024

1. Introduction

This Privacy Policy outlines how Educational Intelligence Limited ("we," "us," or "our") collects, uses, discloses, and protects the personal information of users ("you" or "your") who access or use our educational software or online platform ("the Platform"). This Privacy Policy is designed to comply with the General Data Protection Regulation (GDPR), the UK General Data Protection Regulation (UK GDPR), and any applicable local data protection laws in the United Kingdom.

2. Information We Collect

We may collect the following types of personal information from you:

- **Information you provide:** This includes information you voluntarily provide when you create an account, use our Platform, or communicate with us. This may include:
 - Name
 - Email address
 - Demographic information (e.g. age, gender, location)
 - Educational background
 - Hobbies or preferences
 - Learning preferences and goals
 - Contact information (e.g., phone number, email)
 - Other data that would make the app more specific to the learners' needs. E.g. rent or utilities values
- **Information collected automatically:** When you use our Platform, we may automatically collect certain information about your device and your interactions with the Platform. This may include:
 - IP address
 - Device information (e.g., type, operating system)
 - Usage data (e.g., pages visited, time spent on the Platform)
 - Cookies and similar in-app tracking technologies
- **Information collected through in-app questions:** We may collect personal information from you through questions within the Platform, such as:
 - Learning preferences
 - Challenges or difficulties encountered
 - Feedback on specific features or content

- Academic in app performance data
- **Information collected through feedback:** We may collect personal information from you through feedback provided in person or in surveys, such as:
 - Suggestions for improvement
 - Opinions on the Platform's effectiveness
 - Specific examples of how the Platform has benefited you

3. How We Use Your Information

We use your personal information to:

- Provide you with access to and use of the Platform
- Tailor your learning experience based on your preferences, goals, and performance data
- Improve the functionality, content, and effectiveness of the Platform
- Communicate with you about our Platform, services, and updates
- Comply with legal and regulatory requirements, including those related to the protection of vulnerable learners and minors
- We maintain minimal personal data collection:
 - Email address (required for account creation)
 - Name (user-provided, can be pseudonymous)
 - Optional profile picture (user-provided, can be any picture)
 - User progression data

4. Legal Basis for Processing

We process your personal information based on the following legal grounds:

- **Contractual necessity:** To fulfill our contractual obligations to you, such as providing you with access to the Platform.
- **Legitimate interests:** To pursue our legitimate interests, such as improving our Platform, providing you with a personalized learning experience, and ensuring the security of our systems.
- **Consent:** Where required by law, we will obtain your explicit consent before processing your personal information for specific purposes, such as collecting in-app questions or feedback.

5. Sharing Your Information

We may share your personal information with:

- **Third-party service providers:** We may engage third-party service providers to assist us in providing our Platform. These service providers will be data processors under the GDPR definition, not data owners, and will only have access to anonymised information. We require these service providers to comply with strict data protection obligations and only allow them to process your personal information for the purposes specified in our agreement with them.
- **Legal authorities:** We may disclose your personal information to law enforcement or regulatory authorities if required by law or to protect our rights or the rights of others.

6. Data Location and Security

- **Application hosted on AWS in UK data centers (London)**
- **AWS RDS with encryption at rest enabled**
- **Data in transit protected using TLS/SSL encryption**
- **Regular automated backups**

7. Data Security

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. We encrypt data in transit and at rest adhering to industry standards. However, no method of transmission over the internet or electronic storage is completely secure.

8. Your Rights

You have the following rights under the GDPR:

- **Access:** You have the right to request access to your personal information.
- **Rectification:** You have the right to request the rectification of inaccurate personal information.
- **Erasure:** You have the right to request the erasure of your personal information in certain circumstances.
- **Restriction of processing:** You have the right to request the restriction of processing of your personal information in certain circumstances.
- **Data portability:** You have the right to request the transfer of your personal information to another organization in a structured, commonly used, and machine-readable format.
- **Object:** You have the right to object to the processing of your personal information for certain purposes.

For all the above requests, we will respond within one calendar month.

To exercise your rights, please contact us using the information provided in Section 9.

9. Contact Us

If you have any questions about this Privacy Policy or our practices, please contact us at:

Educational Intelligence Limited, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom. Cathal@eduintel.io

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes to this Privacy Policy by posting a notice on our Platform or by contacting you directly.