

# **Privacy Policy**

**Last Updated: 19th June 2024**

## **1. Introduction**

GK Cloud Solutions Pvt Ltd ("we," "our," "us") is dedicated to upholding the privacy and confidentiality of our clients, students, and users. We recognize the importance of protecting the personal information you entrust to us, particularly in the context of our online education services. This Privacy Policy outlines our practices regarding the collection, use, storage, and disclosure of personal information, ensuring full compliance with the Data Protection and Privacy Act (DPDP) of India. Our commitment is to maintain transparency in how we handle your data and to provide you with the necessary information to make informed decisions regarding your privacy.

## **2. Information We Collect**

To provide, manage, and enhance our online education services, we collect various types of information, including:

### **2.1 Personal Information**

This includes, but is not limited to, your name, email address, phone number, job title, company name, and other contact details essential for communication and service delivery.

### **2.2 Educational Information**

We collect information pertinent to your educational background and learning progress, including course enrolments, completion status, assessment results, certifications, and any feedback provided during the course of our educational services.

### **2.3 Professional Information**

This includes information related to your professional background, such as certifications, training records, project details, and employment history relevant to our services.

### **2.4 Technical Information**

We gather technical data such as IP addresses, browser types, operating systems, device information, and other technical details through cookies and similar technologies. This information helps us enhance your user experience and ensure the smooth operation of our online platforms.

### **2.5 Financial Information**

We collect payment details, billing addresses, and other financial information necessary for processing transactions, managing subscriptions, and maintaining accurate financial records.

### **2.6 Usage Data**

Usage data encompasses information about how you interact with our website, online education platforms, products, and services. This includes access times, pages viewed, links clicked, content interactions, and other usage patterns that help us understand and improve your learning experience.

### **2.7 Cookies and Tracking Technologies**

We use cookies, web beacons, and other tracking technologies to collect information about your interactions with our website and services. These technologies help us provide personalized content, track your progress, and understand your preferences.

### **3. How We Use Your Information**

The information we collect is integral to our ability to deliver high-quality online education services and to manage our operations effectively. Specifically, your information is used for the following purposes:

#### **3.1 Provision of Services**

To provide, manage, and improve our online education, training, consulting, and project services. This includes delivering personalized learning experiences, managing course enrolments, tracking educational progress, and providing infrastructure support.

#### **3.2 Communication**

We use your contact information to communicate with you regarding our services, updates, promotions, and customer support. This includes sending newsletters, marketing communications, course updates, and responding to your inquiries.

#### **3.3 Personalization**

Your data helps us customize and enhance your learning experience by providing personalized content, course recommendations, and tailored support based on your preferences and usage patterns.

#### **3.4 Payment Processing**

We use your financial information to process payments for our services, manage subscriptions, handle billing, and ensure accurate financial records. We take all necessary precautions to secure your financial transactions.

#### **3.5 Analytics and Research**

We conduct data analysis and research to continuously improve our online education services, develop new offerings, and better understand user needs. This includes analysing usage data to identify trends, optimize course content, and enhance user engagement.

#### **3.6 Compliance**

We process your information to comply with legal obligations, regulatory requirements, and protect our legal rights. This includes ensuring compliance with data protection laws, responding to legal requests, and fulfilling contractual obligations.

#### **3.7 Security**

We use your information to maintain the security and integrity of our systems, protect against unauthorized access, fraud, and other malicious activities. We implement robust security measures to safeguard your data, though we acknowledge that no system can be entirely secure.

### **4. Disclosure of Your Information**

We take your privacy seriously and only share your information under specific circumstances, as outlined below:

#### **4.1 Service Providers**

We engage third-party service providers to assist in delivering our services. These include payment processors, hosting services, marketing agencies, educational content providers, and customer support services. These providers have access to your information only to perform specific tasks on our behalf and are contractually obligated to protect your information.

#### **4.2 Business Partners**

We may share your information with our authorized business partners, including educational institutions, certification bodies, and consulting partners involved in delivering our services. These partners are required to adhere to privacy standards similar to ours and use your information solely for the purposes for which it was shared.

#### **4.3 Legal Authorities**

We may disclose your information to regulatory or law enforcement agencies if required by law or to protect our legal rights. This includes responding to legal requests, complying with judicial processes, and protecting the safety of our users and the public.

#### **4.4 Corporate Transactions**

In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction. We will notify you of any such change in ownership or transfer of assets, ensuring that the new entity adheres to privacy practices equivalent to those outlined in this policy.

#### **4.5 Consent**

We may share your information with third parties if you have provided explicit consent for us to do so. Your consent may be obtained through written, electronic, or verbal communication, depending on the nature of the information sharing.

### **5. Data Security**

We employ a comprehensive approach to data security, incorporating technical and organizational measures designed to protect your personal information from unauthorized access, disclosure, alteration, or destruction. Our security practices include encryption, access controls, secure data storage, regular security audits, and incident response protocols. However, it is important to acknowledge that no method of data transmission or electronic storage is completely secure. Consequently, while we strive to protect your information, we cannot guarantee absolute security.

#### **5.1 Management Responsibility and Data Breaches**

While we take extensive precautions to protect your data, GK Cloud Solutions Pvt Ltd management cannot be held responsible for any data breaches that may occur due to unforeseen or uncontrollable circumstances, including cyberattacks or technical failures. In the unfortunate event of a data breach, we are committed to communicating with affected individuals in a timely and transparent manner, providing details on the nature of the breach, the information compromised, and the steps being taken to mitigate any potential harm.

### **6. Password Management and Personal Data Control**

#### **6.1 Password Reset**

To ensure the security of your account, we provide a password reset process that requires verification through your registered email address or phone number. This process is designed to prevent unauthorized access to your account. We strongly encourage users to use strong, unique passwords and enable multi-factor authentication where available to further protect their accounts.

## **6.2 Access to Personal Data**

You have the right to access the personal information we hold about you. This right allows you to request a copy of your data, review its accuracy, and verify the information we maintain.

## **6.3 Correction of Information**

If any of your personal information is inaccurate or incomplete, you have the right to request corrections. We will promptly update your information to ensure its accuracy.

## **6.4 Deletion of Information**

You have the right to request the deletion of your personal information, subject to certain conditions, such as compliance with legal obligations or legitimate business interests. Upon receiving a valid deletion request, we will securely erase your information unless retention is necessary for legal or operational reasons.

## **6.5 Data Portability**

We provide you with the ability to receive your personal information in a structured, commonly used, and machine-readable format. You may also request that we transfer your data directly to another organization, where technically feasible.

## **6.6 Objection to Processing**

You have the right to object to the processing of your personal information for specific purposes, such as direct marketing or profiling. We will respect your preferences and cease processing your data for the purposes you object to, except where processing is required by law or for legitimate business reasons.

## **7. Data Retention**

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. The retention period varies depending on the type of data and the purpose for which it is used. Once the retention period expires, we securely delete or anonymize your information to protect your privacy.

## **8. Cookies and Tracking Technologies**

Our website and online platforms utilize cookies and similar tracking technologies to enhance your experience. Cookies are small text files stored on your device that help us recognize you as a repeat visitor, understand your usage patterns, and provide personalized content. You can manage your cookie preferences through your browser settings, though disabling cookies may limit your ability to use certain features of our website.

### **8.1 Types of Cookies Used**

We use different types of cookies to optimize your experience, including:

- **Essential Cookies:** These cookies are necessary for the operation of our website and enable core functionalities such as user authentication and session management.
- **Performance Cookies:** These cookies collect information about how visitors use our website, allowing us to improve its performance and user experience.
- **Functionality Cookies:** These cookies enable enhanced functionality and personalization, such as remembering your preferences and settings.
- **Targeting Cookies:** These cookies are used to deliver relevant advertisements and track the effectiveness of our marketing campaigns.

## 9. Surveys and Third-Party Data Collection

Our website and online platforms may contain links to third-party websites, applications, or services. While we strive to provide links to resources that are reputable and beneficial to our users, GK Cloud Solutions Pvt Ltd is not responsible for the privacy practices, policies, or content of these third-party entities. We strongly encourage you to review the privacy policies of any third-party sites or services before providing them with your personal information. Your interaction with these third-party sites is at your own risk, and we are not liable for any issues that may arise from such interactions.

To enhance our services and deliver more tailored experiences, GK Cloud Solutions Pvt Ltd and our partners may conduct surveys and gather user feedback. These surveys help us understand your needs, preferences, and overall satisfaction with our programs. In such cases, third-party service providers may assist us in collecting and processing survey data. We ensure that these partners comply with strict data protection standards and that the information gathered is used solely for improving our services and offerings.

However, when third-party providers are involved, they assume responsibility for the collection, handling, and security of the data. While GK Cloud Solutions ensures that these partners meet applicable data protection regulations, we shall not be held liable for any data breaches or misuse by such third parties. Users are encouraged to review the privacy practices of these third parties when participating in surveys or sharing feedback.

## 10. International Data Transfers

GK Cloud Solutions Pvt Ltd operates on a global scale, and as part of our service delivery, your personal information may be transferred to, processed, and stored in countries outside of India. These countries may have data protection laws that differ from those in India. When transferring your information internationally, we implement appropriate safeguards, such as standard contractual clauses approved by relevant authorities, to ensure that your data is protected in a manner consistent with Indian data protection laws and this Privacy Policy.

### 10.1 Cross-Border Data Transfers

We ensure that any transfer of your personal information across borders complies with applicable data protection regulations. This includes ensuring that the data recipients in foreign countries are subject to laws or agreements that provide an adequate level of data protection. In cases where such protections are not mandated by local law, we seek to implement contractual protections to safeguard your information.

## 11. Children's Privacy

Our services are not designed for or directed at individuals under the age of 18. We do not knowingly collect personal information from children under 18. If we become aware that we have inadvertently collected personal information from a child, we will take immediate steps to delete such information from our records. Parents or guardians who believe that their child may have provided us with personal information should contact us immediately so that we can address the situation.

## **12. Changes to This Privacy Policy**

GK Cloud Solutions Pvt Ltd may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or other factors. We are committed to ensuring that any updates remain consistent with our ongoing commitment to protecting your privacy. When we make significant changes to this policy, we will notify you by prominently posting a notice on our website, sending an email notification, or through other appropriate communication channels. The "Last Updated" date at the top of this policy will also be revised to indicate when the latest changes were made. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

## **13. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy, our data practices, or your personal information, please do not hesitate to contact us. Our team is committed to addressing your concerns and ensuring your privacy is maintained to the highest standards.

### **Contact Information:**

GK Cloud Solutions Pvt Ltd

81/37, First Floor, The Hulkul, Lavelle Road, Bangalore 560001

Phone: +91 9364893718

Email: support@gkcloud.ai

## **14. Consent**

By using our services and providing us with your personal information, you acknowledge that you have read, understood, and agree to the terms of this Privacy Policy. Your continued use of our services constitutes your consent to the collection, use, and disclosure of your information as described in this policy. If you do not agree with any part of this Privacy Policy, please refrain from using our services or providing us with your personal information.

## **15. Governing Law**

This Privacy Policy and any disputes or claims arising out of or in connection with its subject matter shall be governed by and construed in accordance with the laws of India. Any legal actions or proceedings related to this Privacy Policy shall be brought exclusively in the courts located in Bengaluru, India. By using our services, you agree to submit to the jurisdiction of these courts for any legal proceedings related to this policy.

## **16. Miscellaneous**

### **16.1 Severability**

If any provision of this Privacy Policy is found to be invalid or unenforceable by a court of competent jurisdiction, such provision shall be severed from the remainder of the policy, which

shall remain in full force and effect. The parties agree to replace any invalid or unenforceable provision with a valid and enforceable provision that comes closest to the original intent.

### **16.2 Entire Agreement**

This Privacy Policy, along with any other documents referenced herein, constitutes the entire agreement between you and GK Cloud Solutions Pvt Ltd concerning the collection, use, and disclosure of your personal information. Any prior agreements, understandings, or representations regarding your privacy are superseded by this policy.

### **16.3 Waiver**

Our failure to enforce any provision of this Privacy Policy shall not be construed as a waiver of that provision or any other provision in this policy. Any waiver of our rights under this policy must be in writing and signed by an authorized representative of GK Cloud Solutions Pvt Ltd.

### **16.4 Data Breach Notification**

In the event of a data breach that compromises your personal information, we are committed to notifying you promptly. Our notification will include details about the breach, the nature of the compromised data, and the measures we are taking to mitigate the impact. While we strive to prevent data breaches through robust security practices, it is important to understand that no system is entirely immune to breaches. Consequently, GK Cloud Solutions Pvt Ltd management shall not be held responsible for any damages or losses that may result from such incidents, though we will work diligently to address and resolve any issues that arise.

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**Thank you for choosing GK Cloud Solutions Pvt Ltd. We are committed to safeguarding your privacy and ensuring a secure and enriching experience in your online education journey.**