# Privacy Policy for Knowledge Vault LXP

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At Knowledge Vault, accessible from www.kvskills.com, one of our main priorities is the privacy of our visitors. This Privacy Policy document contains types of information that is collected and recorded by Knowledge Vault and how we use it. We are committed to protecting your privacy and handling your data in a transparent and secure manner.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

By accessing or using our Service, you agree to the collection and use of information in accordance with this policy. If you do not agree with the terms of this Privacy Policy, please do not use the Service.

## 1. Information We Collect

We collect various types of information to provide and improve our Service to you.

### 1.1. Information You Provide to Us

This includes personal information you voluntarily provide when you initiating the demo request and register for an account, enroll in courses, interact with features, or communicate with us:

* **Account Information:** Name, email address, password, institution name, role (e.g., student, faculty, administrator).
* **Profile Information:** Optional details you may add to your profile, such as a profile picture, academic background, or professional experience.
* **Payment Information:** If applicable, details required for processing payments (e.g., credit card number, billing address). Note: We typically use third-party payment processors, and we do not store sensitive payment card information on our servers.
* **Communications:** Content of your communications with us, such as support inquiries, feedback, or survey responses.

### 1.2. Information Collected Automatically

When you access and use the Service, we may automatically collect certain information about your device and usage:

* **Usage Data:** Information about how you interact with the LXP, including:
  + Courses accessed, progress, completion rates.
  + Quiz scores, assignment submissions, performance data.
  + Features used, content viewed, search queries.
  + Time spent on the platform, login and logout times.
  + Interaction data (e.g., clicks, scrolls, mouseovers).
* **Technical Data:**
  + IP address.
  + Device type, operating system, browser type and version.
  + Unique device identifiers.
  + Referring/exit pages.
  + Date and time stamps.
* **Cookies and Tracking Technologies:** We use cookies and similar tracking technologies (like web beacons and pixels) to track activity on our Service and hold certain information. Cookies are small data files placed on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

### 1.3. Information from Educational Institutions

If you are using the Service through your school, institute, or university, your institution may provide us with certain information about you, such as your name, email address, student ID, and enrollment status, to facilitate your access and use of the LXP.

## 2. How We Use Your Information

We use the collected information for various purposes, primarily to provide, maintain, and improve our Service:

* **To Provide and Maintain the Service:** To operate the LXP, manage your account, process enrollments, and deliver course content.
* **For Personalization:** To tailor your learning experience, recommend relevant courses or content, and display personalized progress tracking.
* **For Operational Analysis and Improvement:**
  + To analyze student learning progress, identify areas for improvement, and generate performance reports for institutions.
  + To provide feature prediction and recommendations for students and faculty.
  + To offer financial insights (e.g., intake, pass-out rates) for institutional monitoring.
  + To assess the quality of teaching and faculty progress.
  + To facilitate Quality Enhancement Cell documentation.
  + To understand usage patterns and improve the functionality, performance, and user experience of the LXP.
* **For Communication:** To send you important updates, notifications, administrative messages, and marketing communications (where permitted by law and your preferences).
* **For Security:** To detect, prevent, and address technical issues, fraud, or other security vulnerabilities.
* **For Legal Compliance:** To comply with legal obligations, resolve disputes, and enforce our agreements.

## 3. How We Share Your Information

We may share your information with third parties in the following situations:

* **With Educational Institutions:** If you are using the Service through your institution, we share your usage data, progress, and performance information with your institution's administrators and relevant faculty members to support their educational and operational analysis needs.
* **With Service Providers:** We engage third-party companies and individuals to facilitate our Service, provide the Service on our behalf, perform Service-related services, or assist us in analyzing how our Service is used (e.g., cloud hosting, analytics, customer support, payment processing). These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
* **For Legal Reasons:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).
* **Business Transfers:** In the event of a merger, acquisition, asset sale, or other corporate change, your Personal Information may be transferred as part of that transaction. We will provide notice before your Personal Information is transferred and becomes subject to a different Privacy Policy.
* **With Your Consent:** We may share your information with your consent or at your direction.
* **Aggregated or Anonymized Data:** We may share aggregated or anonymized information that cannot reasonably be used to identify you. This data may be used for research, analytics, or marketing purposes.

## 4. Data Security

The security of your data is important to us. We implement reasonable administrative, technical, and physical safeguards designed to protect the information we collect from unauthorized access, use, alteration, and destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## 5. Data Retention

We retain your Personal Information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). When we no longer need to process your Personal Information for the purposes set out in this Privacy Policy, we will delete or anonymize it.

## 6. Your Privacy Rights

Depending on your jurisdiction, you may have the following rights regarding your Personal Information:

* **Right to Access:** Request a copy of the Personal Information we hold about you.
* **Right to Rectification:** Request that we correct any inaccurate or incomplete Personal Information.
* **Right to Erasure ("Right to be Forgotten"):** Request the deletion of your Personal Information under certain conditions.
* **Right to Restrict Processing:** Request that we restrict the processing of your Personal Information under certain conditions.
* **Right to Data Portability:** Request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.
* **Right to Object:** Object to our processing of your Personal Information, under certain conditions (e.g., for direct marketing).
* **Withdraw Consent:** Where we rely on your consent to process your Personal Information, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us using the contact details provided below. We will respond to your request in accordance with applicable data protection laws.

## 7. Third-Party Links

Our Service may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

## 8. Children's Privacy

Our Service is intended for users of all ages, including children, in an educational context. If you are a school, institute, or university providing access to the Service for students under the age of 13 (or the relevant age of consent in your jurisdiction), you are responsible for obtaining any necessary parental consent in compliance with applicable laws, such as the Children's Online Privacy Protection Act (COPPA) in the United States, or other relevant data protection regulations.

We do not knowingly collect personal information directly from children under 13 without verifiable parental consent or through the educational institution's consent. If we become aware that we have collected Personal Information from a child under 13 without appropriate consent, we will take steps to remove that information from our servers.

## 9. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top. We encourage you to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.