

ALU Application Privacy Policy

African Leadership (Mauritius), Limited ("ALM"), and its affiliates and subsidiaries ("We") are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be collected, processed and stored by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting join.alueducation.com you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 2017 (the Act), the data controller is African Leadership (Mauritius), Limited of 6th Floor, Tower A, 1 CyberCity, Ebene Mauritius.

I. Information we collect from you

We will collect and process the following data about you:

Information you give us. This is information about you that you give us by filling in forms on our online websites <https://start.alueducation.com> and <https://apply.alueducation.com> (the "Site") or by corresponding with us by phone, e-mail or otherwise. It includes information you provide when you register to use our Site, subscribe to our service, apply for admissions, request information, participate in discussion boards or other social media functions on our Site, enter a competition, promotion or survey, and when you report a problem with our Site. The information you give us may include your name, address, e-mail address and phone number, financial information, personal description and photograph as well as any other information you submit as part of your admissions application.

Information we collect about you. With regard to each of your visits to our Site we will automatically collect the following information:

- technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, your location during;
- information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.
- ALU also reserves the right to record your complete interaction with ALU websites and services. These recordings are used to improve your experience and help the support team in diagnosing issues you may be having with our services. We will

anonymize any sensitive or personal information prior to analysis. Session data is securely stored in accordance with all international and local data privacy laws.

Information we receive from other sources. This is information we receive about you if you use any of the other websites we operate or the other services we provide. In this case we will have informed you when we collected that data if we intend to share such data internally and combine it with data collected on this Site. We will also have told you for what purpose we will share and combine your data. We are working closely with third parties (including, for example, business partners, sub-contractors, consultants and advisors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies). We will notify you when we receive information about you from them and the purposes for which we intend to use that information and your consent shall be required for those purposes.

II. Uses made of the information

Information you give to us.

We will use this information:

- for the admissions team to review your application in order to determine admissions decision and eligibility;
- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
- to provide you, or permit selected third parties to provide you, with information about services we feel may interest you. If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about services relevant for you based on your selections. If you are a new user, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please refer to our cookie policy;
- to notify you about changes to our services;
- to keep internal record;
- to comply with our legal and regulatory obligations; and
- to ensure that content from our site is presented in the most effective manner for you and for your device.

Information we collect about you.

We will use this information:

- to administer our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your device;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our Site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and
- to make suggestions and recommendations to you and other users of our Site about goods or services that may interest you or them.

Information we receive from other sources.

We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

III. Disclosure of your information

ALM is part of the African Leadership University group whereby information including personal data may be exchanged between members of the group. Consequently, we may transfer personal data to any member of our group, which means our affiliates, subsidiaries, our ultimate holding company and its affiliates and subsidiaries, as defined in section 3 of the Mauritius Companies Act 2001.

- Selected third parties including:
- business partners, suppliers and sub-contractors, including consultants and advisors, for the performance of any contract we may enter into with them or you. We restrict the information that is passed on to the strict minimum;
- analytics and search engine providers that assist us in the improvement and optimisation of our Site; and
- credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

We will disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets;
- If African Leadership (Mauritius) Ltd. or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets; and

- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of African Leadership (Mauritius), Limited, our users, or others.

IV. Transfer of personal data outside of Mauritius

The data that we collect from you will be transferred to, and stored at destinations within and outside the Republic of Mauritius. It will also be processed by staff operating within and outside Mauritius who work for us or for one of our commercial partners or vendors. This includes staff engaged in, among other things, the fulfillment of your registration, the processing of your selections and payments, and the provision of support services. We may be required to transfer personal data outside of Mauritius to countries where the prevailing privacy laws do not provide the same level of protection as Mauritius. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. By submitting your personal data, you agree to this transfer, storing or processing.

V. Where we store your personal data

The data that we collect from you will be transferred to, and stored at destinations within and outside the Republic of Mauritius. It will also be processed by staff operating within and outside Mauritius who work for us or for one of our commercial partners or vendors. This includes staff engaged in, among other things, the fulfillment of your registration, the processing of your selections and payments, and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password and/or access code which enables you to access certain parts of our site, you are responsible for keeping this password and/or access code confidential. We ask you not to share any password or access code with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of any data transmitted to our site. By transmitting or submitting any information or data to us, you hereby assume any associated risks therewith. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

VI. Your consent

Your consent to provide us with your personal data is required prior to the lawful processing of your data in line with your engagement with us.

You will be required to confirm by giving your consent in a clear and unambiguous action, to having read our Privacy Policy and proving your agreement to the processing of your personal data by us.

VII. Withdrawal of consent

You have the right to withdraw consent to ALM as regards to the processing of your personal data at any time. Should you wish to exercise this right, you will have to inform ALM in writing. If you withdraw consent, ALM will not be able to provide you with certain services and which may even entail the termination of the agreement with ALM. You will be informed accordingly. Please note that notwithstanding the withdrawal of your consent, your personal data may still be processed by ALM in performance of its legal obligations.

VIII. Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise the right at any time by contacting us at legalops@alueducation.com. You can request that we update any out-of-date or inaccurate personal data we hold about you at any time by contacting us at admissions@alueducation.com.

IX. Links to other websites

Our Site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

X. Access to information

By emailing the Data Protection Officer on legalops@alueducation.com, you may:

- exercise your right to access information held about you; and
- opt out of any marketing communications that we may send you.

XI. Period of retention

We will keep your personal data during your engagement with us and even after the completion of the relationship for legal and regulatory purposes.

XII. Changes to our privacy policy



Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.