

Effective Date: 28-05-2023

We, Serpent, are committed to protecting the privacy of our users. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you use our educational mobile application (the "Serpent") available on the Google Play Store. By using the App, you consent to the practices described in this Privacy Policy.

## 1. Information We Collect

1.1 Personal Information We may collect personal information that you provide directly to us when you use the App. This information may include your name, email address, username, password, and other information you choose to provide.

1.2 Usage and Device Information When you use the App, we may automatically collect certain information about your device, including your IP address, operating system, device type, unique device identifiers, mobile network information, and usage information such as the pages or features of the App you access and the time spent on those pages or features.

## 2. Use of Information

2.1 Personal Information We may use the personal information you provide to us to:

- Provide and maintain the App's functionality;
- Improve and personalize the App's user experience;
- Respond to your inquiries, questions, and feedback;
- Send you technical notices, updates, and other administrative messages;
- Communicate with you about promotions, events, and other news relating to the App.

2.2 Usage and Device Information We may use the usage and device information we collect to:

- Understand how users interact with the App;
- Analyze trends and usage patterns for research and statistical purposes;
- Detect, prevent, and address technical issues and improve the overall performance and security of the App.

## 3. Disclosure of Information

3.1 Personal Information We will not disclose your personal information to third parties unless we have your consent or as required by law.

3.2 Aggregated or Non-Identifiable Information We may share aggregated or non-identifiable information with third parties for various purposes, including analytics, research, and

marketing.

#### **4. Data Retention**

We will 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.

#### **5. Security**

We strive to implement appropriate security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information. However, no data transmission or storage system can be guaranteed to be 100% secure. We cannot guarantee the absolute security of your information.

#### **6. Children's Privacy**

The App is intended for general audiences and is not directed towards children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected information from a child under 13, please contact us immediately, and we will take steps to remove that information.

#### **7. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. The updated version will be indicated by an updated 28-05-2023 at the beginning of this policy. By continuing to use the App after any changes to this Privacy Policy, you acknowledge and accept the updated Privacy Policy.

#### **8. Contact Us**

If you have any questions, concerns, or suggestions regarding this Privacy Policy or our privacy practices, please contact us at [singhalrajat354@gmail.com](mailto:singhalrajat354@gmail.com).

Please review this Privacy Policy carefully. By using the App, you signify your acceptance of this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use the App.