

Privacy Policy

Last Updated: 11-05-2024

Effilearn (referred to as "us," "we," or "our") respects your privacy and is committed to protecting it through this Privacy Policy. This Privacy Policy explains how we collect, use, share, and protect your personal information when you use our website, effilearn.in, and our services.

1. Information Collection

1.1. When you engage with our services, whether by browsing our website, registering for courses, or interacting with our platform in any manner, we may collect various types of personally identifiable information ("PII") and non-personally identifiable information ("Non-PII"). The information collected may include, but is not limited to:

- **Personal Identifiable Information (PII):**
 - Your full name
 - Email address
 - Phone number
 - Account Data
 - Data Related to Content Shared
 - Data About Your Account on Other Services
 - Data Through Promotions and Surveys
 - Support Concerns
 - Any Other Information Disclosed
- **Non-Personally Identifiable Information (Non-PII):**
 - **Information About Your Device:** We may collect information about the device you use to access our services, including device type, operating system, browser type, and device identifiers. This information helps us optimize our platform for various devices and improve compatibility.
 - **Usage Data:** We gather data related to your interactions with our platform, such as the pages you visit, the features you use, the duration of your sessions, and other similar usage patterns. This helps us analyze user behavior, identify trends, and enhance the overall user experience.
 - **Geographic Location:** We may approximate your geographic location based on your IP address or other location-based data. This information helps us customize your experience, localize content, and comply with regional legal requirements.

1.2. By providing this information, you consent to its collection, storage, and use in accordance with this Privacy Policy. We may use cookies, web beacons, and other tracking technologies to collect and store certain information automatically. Please refer to our Cookie Policy for more details on how we use cookies and similar technologies.

1.3. In order to facilitate transactions and payments for our services, we may collect certain financial information from you. This may include payment card details, bank account information, billing addresses,

and other relevant financial data. We utilize secure payment processing systems and encryption protocols to ensure the confidentiality and integrity of your financial information.

1.4. We may utilize third-party services, such as cookies, web analytics tools, and advertising platforms, to enhance the functionality and performance of our services. These third-party services may collect, monitor, and analyze various types of information about your interactions with our platform. It's important to note that the collection and use of information by these third-party services are governed by their respective privacy policies.

Cookies:

We use cookies to store and access information on your device, personalize your user experience, and facilitate seamless navigation and login processes. While you have the option to refuse or disable cookies through your browser settings, please note that certain features of our services may not function properly without cookies enabled.

Analytics:

We utilize third-party analytics services, such as Google Analytics, to analyze user behavior, track website traffic, and gather insights into the performance of our services. These analytics tools may collect data such as your IP address, browser type, device information, and interactions with our platform. The information collected is used to improve our services, optimize user experiences, and tailor content to your interests.

Online Advertising:

We may engage third-party advertising services, such as Facebook Ads and Google Ads, to deliver targeted advertisements based on your interests and preferences. These advertising platforms may track your online activities across our platform and other websites to personalize the ads displayed to you. Please note that we do not disclose personally identifiable information to our advertising partners, and any information shared is aggregated or de-identified.

2. Use of Your Information

We use your information for purposes including but not limited to:

- Providing and improving our services
- Analyzing trends and traffic
- Communicating with you
- Analyzing and troubleshooting issues
- Protecting against fraud and abuse

3. Sharing Your Information

we prioritize the protection and confidentiality of your information. However, there are instances where it becomes necessary to share certain information with third parties to ensure the seamless operation of our services and compliance with legal obligations. We may share information about you with third parties under specific circumstances, which include but are not limited to the following:

- Instructors and Other Students:

Depending on your course settings and preferences, certain information may be shared with instructors and other students within the Effilearn community. This information may include your name, country of login, language preferences, device settings, and activities on the platform. Such sharing of information fosters collaboration, engagement, and personalized learning experiences among students and instructors.

- Service Providers, Contractors, and Agents:

We may engage third-party companies to perform various services on our behalf, such as payment processing, data analysis, marketing, customer support, and hosting services. These service providers

may have access to certain information about you, which is necessary for them to fulfill their designated tasks effectively. We ensure that these third-party entities adhere to strict confidentiality and data protection standards to safeguard your information.

- **Business Partners:**

Effilearn collaborates with trusted business partners, affiliates, and other organizations to enhance the quality and reach of our services. In certain instances, we may share information with these partners as part of joint promotional activities, marketing campaigns, or service integrations. Such sharing of information is conducted in compliance with applicable data protection regulations and with due consideration for your privacy preferences.

- **For Security and Legal Compliance:**

We may disclose information about you to third parties if we have a good faith belief that such disclosure is necessary to comply with legal obligations, enforce our terms of service, protect the rights, property, or safety of Effilearn, our users, or the general public, or to prevent and detect fraud, security breaches, or other unlawful activities. This may include sharing information with law enforcement agencies, regulatory authorities, or legal advisors as required by law or in response to valid legal requests.

- **During a Change in Control:**

In the event of a merger, acquisition, corporate restructuring, or sale of assets involving Effilearn, your information may be transferred to a successor entity as part of the transaction. We will ensure that any such transfer of information is conducted in compliance with applicable data protection laws and with adequate safeguards to protect your privacy rights.

4. Security

We take appropriate security measures to protect your information from unauthorized access, alteration, disclosure, or destruction.

5. Information Review:

We value the accuracy and integrity of the information provided by our users. We strongly encourage you to regularly review the information you have shared with us to ensure its accuracy and completeness. This proactive approach helps maintain the reliability of your account details and enhances the overall user experience. It's important to note that while we strive to maintain accurate records, we cannot guarantee the authenticity of the information supplied by you. Therefore, it's incumbent upon you to verify and update your information as needed to ensure its correctness. Should you discover any discrepancies or inaccuracies in your account details, we recommend promptly correcting them to avoid any potential issues or misunderstandings in the future. Effilearn remains committed to transparency and accountability in our information management practices, and we appreciate your cooperation in maintaining accurate records. If you have any questions or require assistance regarding the review and update of your information, please don't hesitate to contact us for support.

6. Information Retention:

We adhere to a policy of retaining your information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless otherwise mandated by applicable laws or regulations. We recognize the importance of maintaining the integrity and security of your data, and thus, we employ stringent measures to ensure that your information is retained responsibly and in accordance with relevant legal requirements.

7. Your Rights:

As a valued user, you have certain rights regarding the use and management of your information. These rights include the ability to opt out of certain uses of your information, update or terminate your account, and

request access to the information we hold about you. We are committed to respecting and honoring these rights, and you may exercise them at any time by contacting us through the provided channels.

8. Third Party Links:

Our website may feature links to third-party websites that operate under their own distinct privacy policies. While we strive to ensure that these third-party websites maintain high standards of data protection, we do not assume any responsibility or liability for their privacy practices. We encourage you to review the privacy policies of any third-party websites you visit through our platform to understand how your information may be collected, used, and protected.

9. Changes to Privacy Policy:

We are committed to maintaining transparency and keeping you informed about our privacy practices. As part of our ongoing commitment to your privacy, we reserve the right to update and revise this Privacy Policy periodically to reflect changes in legal requirements, industry standards, or the evolving nature of our services. We understand the importance of notifying you of any modifications made to this Privacy Policy, and as such, we will endeavor to provide you with clear and timely notification of such changes. We may communicate updates to this Privacy Policy through various channels, including but not limited to email notifications, in-app messages, or announcements on our website. It is your responsibility to review the updated Privacy Policy regularly to stay informed about how we collect, use, and protect your information. By continuing to use our services after the effective date of any revised Privacy Policy, you signify your acceptance of the updated terms and practices outlined therein.

10. Disclaimer:

We implement best practices and security measures to safeguard your information and mitigate unauthorized access. However, we cannot guarantee the absolute security of your information transmitted to the platform. You agree that any transmission on the platform is undertaken at your own risk.

11. Communications from Us

We value open and transparent communication with our users. As part of our commitment to providing you with the best possible service experience, we may occasionally send you important service-related announcements via various communication channels such as email, SMS, push notifications, or in-app messages. These announcements may include updates about platform maintenance, security enhancements, privacy policy changes, or other administrative matters that may affect your use of our services. Please note that these service-related announcements are essential for the operation and security of your account, and therefore, you may not opt out of receiving them. By using Effilearn's services, you agree to receive these essential communications from us, which are intended solely to protect your account and keep you informed of important changes and updates to our platform.

We may periodically send you service-related announcements deemed necessary, such as temporary suspensions of the platform for maintenance, security, privacy, or administrative-related communications. These communications may be sent via SMS, email, push notifications, or any other communication channel. You may not opt out of these service-related announcements, as they are not promotional in nature and are solely intended to protect your account and keep you informed of important changes to the platform.

Intellectual Property Policy

Intellectual Property on the Platform:

Last Updated: 11-05-2024

Effilearn places a high value on intellectual property rights and expects the same level of respect from its users. Content available on our platform, such as tests, live lectures, notes, assignments, and documents, may be owned by Effilearn or licensed to us by appropriate third parties. Logos, trademarks, and service marks related to our services may also be displayed on the platform. Furthermore, elements of our platform's design, known as the look and feel, are protected by intellectual property laws to ensure their uniqueness and integrity.

Use of Infringed Material in the Course:

Effilearn is committed to upholding copyright standards and requires instructors and third parties to properly attribute any material used in course content. It is mandatory for instructors and third parties to obtain licenses or authorization for course content when necessary, ensuring compliance with copyright laws and regulations.

How to Report Infringement:

If you suspect any content or course on Effilearn violates your copyright or trademark, please promptly report it to us at admin@effilearn.in, providing the requisite details outlined in the Infringement Claim Form. Before submitting your report, please consider the following:

- Claims must be submitted by the copyright or trademark owner or their designated agent.
- Include your contact information, a representative list of the original material, and a declaration against perjury in your claim.
- Knowingly submitting a false or misleading claim is illegal and may result in liability for damages.
- Note that certain types of content may not be protected by copyright.

Designated Agent Contact Information:

For any reported infringement, please reach out to our designated agent via email at [insert email address]. We take reports of infringement seriously and will promptly address any valid concerns to ensure compliance with intellectual property laws.

Effilearn Infringement Claim Form

1. What is the nature of your claim?

2. Please provide the link to the content in question: [Insert links]

3. Who do you believe is impacted by this issue?

4. How does the alleged infringement affect the impacted party?

5. In what specific ways does this infringement impede the rights holder's abilities, such as reproduction, distribution, performance, or adaptation?

- Reproduction in any material form, including electronic storage
- Public distribution
- Public performance or communication
- Recording, translation, or adaptation
- Sale or rental
- Other (please specify)

6. Are there any additional aspects of the infringement that you would like to highlight?

7. Please provide your personal details:

8. Do you have any evidence supporting your claim, such as contracts, letters of authorization, or power of attorney? If so, please provide relevant details:

- Email:
- Phone:
- Name:
- Address:
- Landmark:
- City:
- Pincode:
- Country:

9. Please attach your verification signature (max 20mb):

10. Do you have any other information or documents you would like to include to support your claim?

11. Declaration:

I affirm that the information provided in this claim is accurate and truthful. I have taken all necessary steps to verify the validity of this claim and confirm that it complies with applicable laws. I possess the authority to file this claim on behalf of the rights holder and assert that my intention is not to engage in frivolous or harassing actions.