

Alef Education Student Privacy Policy






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Version: 1.0

Hello, we hope you are enjoying learning in the Alef Platform. When you are absorbing lots of new and interesting facts about different subjects, we need to use some of your information so that we can make sure that the Alef Platform is working properly and that we keep improving the way we make your lessons available to you. Your school may also use your information, however this privacy policy only refers to how Alef Education uses your information.

This document sets out what information we (Alef Education) use, why we use it and also who we share your information with. It also contains details of other things we do with your information. We have included key information in this privacy policy however, **more details are set out in our main privacy policy which can be found here: <https://alefeducation.com/privacy-promise/>.**

A quick check about how we use your information

-  We only use your Personal Data for education purposes and in order to provide you with access to the Alef Platform.
-  We do not use your Personal Data to target you with adverts or for making assumptions about you or your behaviour.
-  We do not sell or pass your Personal Data to anyone, unless we need to in order to make sure you can access the Alef Platform.
-  We make sure that the most privacy friendly options are set by default, so it is clear what information we are collecting and using about you.
-  We make sure that we look after your personal data by keeping it secure.


I have some questions about my information

If you have any questions or feedback about this privacy policy or about how we use your information, please contact privacy@alefeducation.com. We are always happy to answer any questions you may have.

What information do you collect about me and why?

We have set out below what information we collect about you when you are using the Alef Platform and how this is used. If you do not provide this information, we may not be able to provide you with access to the Alef Platform. Some of the information listed below will only be collected and used if you or your school decide to use optional functions on the Alef Platform.

Some data protection laws require us to tell you why we use your information. We will only use your information where such use is linked to the purposes outlined below. However, we may use your information without your knowledge or consent where this is required by law.

Information we collect	Why we need this	Lawful reason
 Your full name, email address, data of birth, gender, school and class.	To set up your account and give you access to the Alef Platform, make sure you are in the correct class, you have access to the right lessons and to ensure we know that it is you that is accessing your account.	Legitimate interest: to confirm your identity.



Your parents' or guardians' details.

To link your account to our Guardian App, which allows your parent and/or guardian to know how you are progressing with your lessons.

Legitimate interest: To confirm your parents' or guardians' identity.



Your enrollment in lessons, progress in lessons, test results, diagnostic tests, survey results and your exit scores.

To help ensure that you are able to access the correct lessons and progress with your education.

Legitimate interest: to provide educational services to you.



Your interests, preferences, avatar, assignments, drawings, files and notes.

To enhance your experience of the Alef Platform and make it easier and more fun to use.

Legitimate interests: to provide you with a personalised experience, study how you use the Alef Platform and make improvements to it.



Your microphone or video recordings on your device

To enable certain features which provide benefits for your learning, such as functions for writing and speaking skills development.

Legitimate interests: to enable us to provide optional functions to assist your learning and to study how you use the Alef Platform and make improvements to it.



Your messages that are sent and received in the Alef Platform through chat functions or feedback forms.

To manage and improve the Alef Platform and support you with any queries you may have when using it

Legitimate interests: to provide user support and to study how you use the Alef Platform to make improvements to it.



Your log data such as your internet protocol (IP) address, log-in data, browser type and version, time zone setting and location, browser plug-in type and version, operating system and platform, device information and other technology on the devices used to access the Alef Platform.

To look at usage of a specific feature of the Alef Platform and help improve the Alef Platform and your learning experience.

Legitimate interests: to define types of users in order to research, understand, and analyse trends to allow us to keep the Alef Platform updated and relevant and to grow our business.



Location data relating to your device, if your device is provided by your school.

To locate lost or stolen devices.

Legitimate interests: to provide services to our clients to enable them to track their equipment.



Do you collect health or special information about me?

Some data protection laws tell us that we have to take more care when we use certain special information about you, for example, your race or ethnicity, religious or philosophical beliefs, health, genetic and biometric data.

We allow your school to notify us if you have any Special Educational Needs by tagging your profile. This helps your school in its analysis of your learning progress. Please discuss with your school if you have any queries or concerns about this.

Other than that, we do not ask for any other special information about you.



Where do you get my information from?

We collect information about you in different ways. These are set out below:



Directly from you

You provide information to us when you use the Alef Platform by filling in forms or by corresponding with us by email, through the chat function, or via feedback forms.



Automatically using technology or interactions

We automatically collect information about you when you use the Alef Platform relating to the computer or tablet you are using and your actions and patterns when you are using the Alef Platform, for example, how long you spend on a page or how you find information.



Schools, relevant governmental entities, parents/guardians and other providers

We may receive information about you from your school, relevant governmental entities and/or parents/guardians. We may also receive information from various third parties and public sources, including from analytics providers such as Google and Microsoft.



What is consent and what does this mean?

We do not permit children or minors to create an account on the Alef Platform without the consent of a parent/guardian or your school. This means that we need to ask your parent/guardian or school for permission to set up your account and use your information.



Who do you share my information with?



We take requests to share your information very seriously and we only share your information securely and after an assessment is undertaken on a case by case basis.



We require all third parties to keep your information secure and to treat this in accordance with the law.



We do not allow third parties to use your information for their own purposes and only permit them to use your information for specific purposes in accordance with this privacy policy and our instructions.

We have set out below who we share your information with and why:



We may make your information available to teachers, principals and school administrators as well as registered parents/guardians for education purposes.



We may share your information for the purposes set out in the section called “what information do you collect about me and why?” to third parties to whom we may choose to sell, transfer or merge parts of our business or its assets.



We may also share your information with our service providers to help enable us to provide our products/services. A list of our approved sub-processors can be accessed [here](#).



We may have to disclose your information to a third party to comply with applicable laws or regulations, or a valid legal request. If we release your information for these purposes, we will try to provide your school or other education institution with notice in advance unless we are not allowed to because a law says so or it is not possible.



Sharing my information around the world

Sometimes we may need to transfer your information outside of your home country. Where this is the case, your information will be stored in and accessed in compliance with applicable laws. When we transfer your information out of your school’s home country, we ensure a similar degree of protection is afforded to it and we ensure that we follow data protection laws covering the transfer to of your information outside of specific jurisdictions.



Keeping my information safe

We have put in place appropriate security measures to prevent your information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We also limit access to your information to those people who need to see this. They will only use your information based on our instructions and they are subject to a duty of confidentiality.



Your rights in relation to your information

Your rights in relation to your information depend on the country you and your school are in. These are set out in **our main privacy policy which can be found here: <https://alefeducation.com/privacy-promise/>**. If you need any help with exercising or understanding these rights, please contact your school or educational institution.