

## Child-Friendly Privacy Policy

**Effective:** 28 September 2021






**Version:** 1.1

Hello, we at Alef Education hope you are enjoying learning with Arabits. 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 Arabits is working properly and that we keep improving the way we make your lessons available to you.

This document sets out what personal information Alef Education (“**We**”, “**Us**”, “**Our**”) uses, why we use it and who we share your information with. It also contains details of other things we do with your information.

We have included important information in this privacy policy however, **more details are set out in our main privacy policy** which can be found here: <https://www.alefeducation.com/privacy-promise/>.

### A QUICK CHECK ABOUT HOW WE USE YOUR INFORMATION

-  We only use your Personal Data for us to run Arabits and to make sure you have access to it.
-  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 make sure you can access Arabits.
-  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.



### IF 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](mailto: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 Arabits and how this is used. If you do not provide this information, we may not be able to provide you with access to Arabits. Some of the information listed below will only be collected and used if you decide to use optional functions on Arabits.

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

Information we collect	Why we need this	Lawful reason
 Your full name, email address, data of birth and gender.	To set up your account and give you access to Arabits, to make sure you have access to the right lessons and to ensure we know that it is you that is accessing your account.	Our legitimate interest is to confirm your 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.	Our legitimate interest is to provide educational services to you.
 Your interests, preferences, avatar, assignments, drawings, files and notes.	To enhance your experience of Arabits and make it easier and more fun to use.	Our legitimate interest is to provide you with a personalized experience, study how you use Arabits and to 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.	Our legitimate interest is to enable us to provide optional functions to assist your learning and to study how you use Arabits and make improvements to it.
 Your camera or pictures taken on your device	To allow us to assess and provide an educational benefit to your learning, such as your handwriting and writing skills.	Our legitimate interest is to enable us to provide optional functions to assist your learning and to study and improve how you use Arabits.
 Your messages that are sent to and received by our privacy email.	To manage and improve Arabits and support you with any queries you may have when using it	Our legitimate interest is to provide user support and to improve and study how you use Arabits.



## 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 Arabits by filling in forms or by reaching out to us by email or via feedback forms.



Automatically using technology or interactions

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



Third parties

We may receive information about you from third parties (such as 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.



## WHAT IS CONSENT AND WHAT DOES THIS MEAN?

We do not allow children or minors to create an account on Arabits without the consent of a parent/guardian. This means that we need to ask your parent/guardian 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 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.



## SHARING MY INFORMATION TO ANOTHER COUNTRY

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 legally. When we transfer your information out of your home country, we ensure it is given a similar level of protection 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, altered, disclosed or accessed in an unauthorised way. We also limit accessing your information only to the people who need to access it. They will only use your information based on our instructions and they must keep it secret.



## YOUR RIGHTS IN RELATION TO YOUR INFORMATION

Your rights in relation to your information depend on the country you are in. These are set out in **our main privacy policy** which can be found here: <https://www.alefeducation.com/privacy-promise/>. If you need any help with exercising or understanding these rights, please contact us at [privacy@alefeducation.com](mailto:privacy@alefeducation.com).