

# Privacy Policy

## Introduction

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GRAD ME EDUCATION , recognizes the importance of confidentiality and the protection of personal information. This Privacy Policy applies to GRAD ME , its affiliates and all GRAD ME owned and operated websites, subdomains and other online platforms and explains how we use and protect the Personal Information we hold, and how you can control the collection, correction and/or deletion of Personal Information.

### Personal Information We Collect

For the purposes of this policy, “Personal Information” means information about an identifiable individual or information that permits an individual to be identified and which is collected by GRAD ME through the use of our services, including our website and any other online platforms that may be offered or operated from time to time. Personal Information does not include business contact information, such as name, title, business address and business telephone number when used for business communications.

Depending on the nature of your interactions or relationship with GRAD ME , we may collect such Personal Information as your first and last name, postal and email addresses, telephone number(s), social network data, information concerning your social circumstances, including age, date of birth, marital status, employment details and job title, education/qualification information, gender, religion, race, health details and other sensitive Personal Information. For the purposes of certain services we offer, with your consent, we may also collect Personal Information pertaining to your dependents, who may be minors. We may also collect certain technical information about your use of our website and online platforms, including your IP address, the type of browser you use, access times, pages viewed and the referring link through which you accessed our website or platform. If you choose to engage in the purchase of any service from us, we or our third-party payment processors will collect your payment information.

Technologies such as cookies, beacons, tags and scripts, which are identifying technologies that your computer receives when you visit certain websites are used by GRAD ME . In certain circumstances, we may match or correlate this information with personal information that you may have previously submitted to GRAD ME to improve our service offerings to you. Most browsers can be set to reject all cookies but features of our website may not work as intended if that option is chosen. We use permanent cookies to analyze website usage. We also use Google

Analytics, Google Tag Manager, Google AdWords (Conversion Tracking), LinkedIn (Conversion Tracking), GPT CHAT, Optimize, Unbounce, Hotjar, Intercom and HubSpot. Some or all of these tools may be used to track information about your behaviour on our website depending on your region.

### Our commitment

GRAD ME takes responsibility for maintaining and protecting Personal Information under our control. We review this policy and our personal data protection practices regularly to ensure that we are in compliance with applicable legislation and current best practices.

## **How we collect personal information**

We only collect personal information as required to meet the purposes that we have identified. We do not indiscriminately collect or retain personal information.

GRAD ME typically collects personal information that is voluntarily provided by the individual in question. At times, however, personal information is obtained from other sources, such as government bodies or third parties such as employers, references and service providers, as permitted by law. If required by applicable law, we will seek your explicit consent to process your Personal Information collected by GRAD ME and/or volunteered by you. The granting of such consent is entirely voluntarily; however, if you do not grant the requested consent, your use of the services provided by GRAD ME, including our website and any other online platform that we may offer from time to time may not be possible.

## **How we use information**

Depending on how you interact with us and the Service, we use your personal information to:

- Provide, activate and manage your access to and use of the Service;
- Process and fulfill a request, order, download, subscription or other transaction;
- Provide technical, product and other support and to help keep the Service working, safe and secure;
- Enhance and improve the Service and our other products, events, and services and to develop new products, services and benefits;
- Offer you customized content and other personalization to make the Service more relevant to your interests and geography;
- Respond to your requests, inquiries, comments and concerns;
- Notify you about changes, updates and other announcements related to the Service and our other products and services;
- Deliver targeted advertisements, promotional messages, notices and other information related to the Service and your interests;
- Provide you with promotional messages and other information about products, events and services of ours, our affiliates and third parties such as sponsors;
- Invite you to participate in user testing and surveys as well as drawings, sweepstakes, competitions and similar promotions;
- Identify usage trends and develop data analysis, including for purposes of research, audit, reporting and other business operations, including determining the effectiveness of our promotional campaigns and evaluating our business performance, or in other ways pursuant to a customer agreement; and/or
- Comply with our legal obligations, resolve disputes, and enforce our agreements.

## **Information you disclose publicly**

By connecting with the GRAD ME through our social media pages or accounts, or by posting content using GRAD ME -created hashtags or other identifiers, you are providing your consent for GRAD ME to use any Personal Information or other content you submit or make available through such sites for marketing and promotional purposes, including, but not limited to, incorporation into our marketing materials, without further notice or compensation.

GRAD ME may also collect and process any Personal Information that you volunteer in our website forms, including when you sign up to receive newsletters or other information from GRAD ME.

### **Your Choices**

We may share your personal information with our affiliates and with sponsors, joint venture entities and other third parties, including entities for which we are acting as an agent, licensee, application host or publisher, that wish to send you information about their products and services that may be of interest to you, as determined by your choices in managing your communications preferences and other settings.

The Service may let you post and share personal information, comments, materials and other content. Any such contributions that you disclose publicly may be collected and used by others. Please be careful when disclosing personal information in these public areas.

### **For Legal Reasons**

We also will disclose your personal information if we have a good faith belief that such disclosure is necessary to:

- meet any applicable law, regulation, legal process or other legal obligation;
  - detect, investigate and help prevent security, fraud or technical issues; and/or
  - protect the rights, property or safety of LexisNexis, our users, employees or others; and
- as part of a corporate transaction, such as a transfer of assets to or an acquisition by or merger with another company.

### **Grounds for processing**

When we collect or otherwise process any personal information within the scope of applicable data protection laws, we do so:

- where necessary to provide the Service, fulfill a transaction or otherwise perform a contract with you or at your request prior to entering into a contract;
- where necessary for our compliance with applicable law or other legal obligation;
- where necessary for the performance of a task carried out in the public interest;
- where necessary to enable our customers to comply with their legal obligations;
- where applicable, with your consent; and/or
- where necessary to operate our business, protect the security of our systems,

customers and users, detect or prevent fraud, or fulfill our other legitimate interests as described in sections 2-4 above, except where our interests are overridden by your privacy rights.

Where we rely on your consent to process personal information, you have the right to withdraw your consent at any time, and where we rely on legitimate interests, you may have the right to object to our processing.

### **Data retention**

We retain your personal information for as long as necessary to provide the Service and fulfill the transactions you have requested, or for other essential purposes such as complying with our legal obligations, maintaining business and financial records, resolving disputes, maintaining security, detecting and preventing fraud and abuse, and enforcing our agreements.

### **External Links**

Our website contains links to third party websites. GRAD ME is not responsible for the privacy practices or the content of such web sites nor does GRAD ME warrant the quality, accuracy or completeness of information contained in these sites.

Our website and the services and online platforms we operate from time to time may include social media features, such as the Facebook "Like" button and other widgets. These features may collect your IP address and which page you are visiting on our Site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the organization providing it.

### **Forums**

You agree, through your use of any forum operated by GRAD ME through our website or any other online platform that we operate from time to time, that you will not post any material which is false, defamatory, inaccurate, abusive, vulgar, hateful, harassing, obscene, profane, sexually oriented, threatening, invasive of a person's privacy, adult material, or otherwise in violation of any International law. You also agree not to post any copyrighted material unless you own the copyright or you have written consent from the owner of the copyrighted material. Spam, flooding, advertisements, chain letters, pyramid schemes, and solicitations are also forbidden on this forum.

Note that it is impossible for the staff or the owners of this forum to confirm the validity of posts. Please remember that we do not actively monitor the posted messages, and as such, are not responsible for the content contained within. We do not warrant the accuracy, completeness, or usefulness of any information presented. The posted messages express the views of the author, and not necessarily the views of this forum, its staff, its subsidiaries, or this forum's owner. Anyone who feels that a posted message is objectionable is encouraged to notify an administrator or moderator of this forum immediately. The staff and the owner of this forum reserve the right to remove objectionable content, within a reasonable time frame, if they determine that removal is necessary. This is a manual process, however, please realize that they may not be able to remove or edit particular messages immediately. This policy applies to member profile information as well.

