

PRIVACY POLICY

Protecting your private information is our priority. This Statement of Privacy applies to <https://magical7studios.com/> and governs data collection and usage. For this Privacy Policy, unless otherwise noted, all references to Edsix BrainLab include <https://magical7studios.com/>. The Edsix BrainLab website is an online educational site. By using the Edsix BrainLab website, you consent to the data practices described in this statement.

COLLECTION OF YOUR PERSONAL INFORMATION

Before submitting any information, please review the privacy policy in detail. By using products and services from Edsix BrainLab, you consent to the collection, use and disclosure of your information as outlined in the privacy policy.

What we collect?

Direct collection of information

We collect the below information directly from users, when users –

- Register for products and services
- Request certain features like newsletters
- Fill out a survey and provide feedback
- Play games that require your information
- Apply for a job with us
- Contact us

While creating an account, we request the below information

- Name
- Gender
- Date of birth
- School name
- Grade
- Preferred language
- Country

Automated collection of information (e.g. device/usage, cookies, other technology)

- We may automatically collect information about the computer, mobile device or devices, type of browser, operating system, IP address of the devices, geolocation, unique device identifiers used to access products from Edsix BrainLab to better understand the services being leveraged and enhance our offering.
- We may also collect information about the behavioral patterns of usage (pages of usage, number of clicks, order of pages, content viewed etc.) of the products of Edsix BrainLab. Based upon on permissions granted, we may collect additional information.
- We may use third-party analytic providers that may include the usage of cookies and other similar technologies to enable the collection of information.
- We may supplement your information with additional information from public sources or from third parties.

What do we do with the information collected?

We use the information provided by you for the following purposes

- Authentication
- Build learner profiles to personalize the user experience
- Enabling user-based monitoring and tracking of progress
- Future contact for contests or marketing campaigns
- Protecting IP
- Enhancing product portfolio
- Aggregate information to benchmark and evaluate the performance
- Validate if the input is automated through BOTS or manual
- Protect interests of the users

LEGAL BASES:

We handle personal data on the basis of your implied or expressed consent. The purposes of collecting the information are highlighted in the section regarding "What we do with the information collected".

NON-DISCLOSURE TO THIRD PARTY FOR MARKETING:

We will not provide data to any third party for their own marketing purposes.

DISCLOSURE TO THIRD PARTY FOR SPECIFIC PURPOSES:

We may disclose information to the below third parties for purposes specified:

- Third-party or Service providers to support operations such as analyzing user-traffic, interacting with customers through email/SMS/WhatsApp/customersupport etc. based on user permissions
- Affiliates or entities under common ownership
- Entities in the event of any contemplated merger, acquisition, reorganization or in the event of bankruptcy, after receiving the required consent as required by law.
- Law enforcement bodies as required by law to address law enforcement requests or for protection of our rights &/or your rights when we have good faith, belief and are required to do so by law or in response to a court order or other legal mechanism that may prevent fraud, harm to rights, property, safety and abuse of products and services from Edsix BrainLab
- Research entities that you provide consent to, to disclose information
- Anyone else authorized on behalf of your account

We value personal information, and when any of the information requires to be disclosed, we will take utmost efforts to aggregate the information and ensure there is no personally identifiable information.

ONLINE ANALYTICS:

We may use third-party web analytics solutions to analyze user behavior and enhance our personalization of core offering. To prevent any online analytics solutions, please install the respective opt-out browser add-on. If you need to opt out of the services, you may need to select the particular provider and select the consumer opt-out link.

YOUR CHOICES:

- Modify your personal data through your account credentials
- Contact us for any queries around the usage of your Personal Data
- Opt-out from marketing emails, SMS and WhatsApp messages
- Retention of personal data and security

OUTSIDE OF INDIA STORAGE & USAGE:

If the product and services of Edsix BrainLab are accessed, you understand and provide consent to transfer, process & store your personal data in India or on cloud-based servers in any part of the world.

DATA STORAGE:

You understand and provide consent to store information about you and all subscription activity, training related and analytics in India or any other part of the world outside India.

ADDITIONAL INFORMATION:

- We may provide links to third-party websites that may collect personal information. We are not responsible for the privacy policies of the organizations.
- We may provide publicly accessible blogs that may provide you access to share comments. The privacy policies of the publicly accessible blogs will apply.
- We may allow you to refer products of Edsix BrainLab to your friends and community by keying in addresses or importing details from contacts. We will use the email addresses/mobile number only for the purpose of marketing communication or for subscription related updates as needed.
- We may include widgets such as Facebook, YouTube, LinkedIn, Instagram, and Twitter. All user interactions with these platforms are governed by the privacy policies of the companies that provide them.

USE OF YOUR PERSONAL INFORMATION

Edsix BrainLab collects and uses your personal information to operate its website(s) and deliver your requested services. Edsix BrainLab may also use your personally identifiable information to inform you of other products or services available from Edsix BrainLab and its affiliates. We only retain your information as necessary for the platform

- We leverage, anonymize, or delete personal information if not leveraged
- Data may persist in copies for backup and BCP purposes
- Technologies to protect against unauthorized access, use, modification, destruction, or disclosure have been implemented.

SHARING INFORMATION WITH THIRD PARTIES

Edsix BrainLab does not sell, rent, or lease its customer lists to third parties. Edsix BrainLab may share data with trusted partners to help perform statistical analysis, send you email or SMS or WhatsApp or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Edsix BrainLab, and they are required to maintain the confidentiality of your information. Edsix BrainLab may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to:

- (a) conform to the edicts of the law or comply with legal process served on Edsix BrainLab or the site
- (b) protect and defend the rights or property of Edsix BrainLab; and/or
- (c) act under exigent circumstances to protect the personal safety of users of Edsix BrainLab, or the public.

TRACKING USER BEHAVIOR

Edsix BrainLab may keep track of the websites and pages our users visit within Edsix BrainLab to determine what Edsix BrainLab services are the most popular. This Data is used to deliver customized content and advertising within Edsix BrainLab to customers whose behavior indicates they are interested in a particular subject area.

SECURITY OF YOUR PERSONAL INFORMATION

Edsix BrainLab secures your personal information from unauthorized access, use, or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol. We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that:

- (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and
- (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed.

CHILDREN UNDER EIGHTEEN

If you are under the age of eighteen, you must ask your parent or guardian for permission to use this website. If you are a parent and you have questions regarding our data collection practices, please contact us using the information provided at the end of this Statement of Privacy. You are not permitted to use the site or the services or submit content to the site without adult supervision if you are under 13 years of age.

EMAIL/SMS/WHATSAPP COMMUNICATIONS

From time to time, Edsix BrainLab may contact you via email or SMS or WhatsApp to provide announcements, promotional offers, alerts, confirmations, surveys, and other general communication. To improve our Services, we may receive a notification when you open an email from Edsix BrainLab or click on a link therein. Suppose you would like to stop receiving marketing or promotional communications via email or SMS, or WhatsApp from Edsix BrainLab. In that case, you may opt out of such communications by sending a request through email.

EXTERNAL DATA STORAGE SITES

We may store your Data on servers provided by third party hosting vendors with whom we have contracted.

CHANGES TO THIS STATEMENT

Edsix BrainLab reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in how we treat personal information by sending a notice to the primary email address specified in your account, placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the site and/or Services available through this site after such modifications will constitute your:

- (a) acknowledgement of the modified Privacy Policy; and
- (b) agreement to abide and be bound by that Policy.

CONTACT INFORMATION

Edsix BrainLab welcomes your questions or comments regarding this Statement of Privacy. If you believe that Edsix BrainLab has not adhered to this Statement, please contact Edsix BrainLab at: support@skillangels.com.