



Edumystic Institute of Creative Intelligence FZ-LLC  
(‘EICI’)

## EICI Data Protection Policy

Version: 1

Approved by: Head of Institution

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## 1. Purpose:

The aim of this policy is to set out how EICI will manage personal data, in compliance with the law and the subjects' expectations.

EICI operates in full compliance as applicable with the UAE Federal Decree Law No. 45 of 2021 regarding the Protection of Personal Data and the Federal Law No. 15 of 2020 on Consumer Protection as it constitutes an integrated framework to ensure the confidentiality of information and protect the privacy of individuals in the UAE. This Policy is to be read and understood by all stakeholders along with the aforementioned laws.

## 2. Our Commitment

- To fully comply with the UAE Federal Decree Law No. 45 of 2021 and the Federal Law No. 15 of 2020
- To fully comply with any instructions, guidance, and circulars by the KHDA or the Dubai Knowledge Village with respect to Data Protection
- The information will not be shared, rented or sold to any third party.
- We protect the information from unauthorized users
- The personal data shall be processed lawfully, fairly and in a transparent manner
- The personal data shall be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- The personal data shall be collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
- The personal data shall be processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage

## 3. Policy Components

### 3.1 Notice

EICI will clearly inform when information that personally identifies “you” is asked for and you will have the choice to provide it or not.

### 3.2 Usage

We use the personal information for the following purposes:

- To provide the learners information that will allow them to use our products or services

- To automatically customize the learners' documents (certificates, exam papers, classroom session invitations) and such relevant uses
- To alert the learners of software upgrades, updates, discounts or other services
- We may also collect learner names, telephone, language, currency, operating system, documents searched for a better experience
- This may also be used in case we cannot reach the learners through other alternate methods

### 3.3 Consent

When learners provide their personal information, they consent that it can be used for the above purposes, and that EICI is the authorised holder of such information.

### 3.4 Security of information

EICI has taken adequate security measures to protect the data from loss, misuse, unauthorised access, disclosure, alteration, or destruction. We guarantee that all e-commerce transactions follow the latest security measures and use the best available technologies.

### 3.5 Retention of information

We retain information if it is necessary to provide the services. Additionally, we may retain information from deleted or older unutilized accounts to comply with the law, prevent fraud, resolve disputes, troubleshoot problems, assist with investigations, enforce the term of use and take other actions permitted by law.

### 3.6 Usage of information

The information is never shared outside the company without the individual's permission. Inside the company, the data is stored with restricted user access. When an individual registers on our website, or landing pages, or through any data collection / survey mechanism applications like Google Forms, etc., they may be asked to provide their contact information. We use this information to send them the relevant updates about the institute. We may also, on occasions, require the help of other companies to provide limited services on our behalf, such as bulk e-mails, data management plus packaging, shipping, delivery, customer support and processing event registrations. We will only provide such companies with the information required for them to perform these services; these service providers are bound by strict privacy policies and are prohibited from using the information for any other purposes.

## 4.0 Monitoring and Review:

Staff members involved in Senior Management Team will monitor the policy with regular updates from IT Department Staff. This policy would be reviewed annually by the Senior Management Team. It may also be reviewed in the case of any substantial change, whichever is earlier.

For advice and support contact the Operations / IT Manager.