

Privacy Policy

Effective Date: Sep 1, 2025

This Privacy Policy explains how **Graztech Private Limited** (“**EdviseMe**,” “**we**,” “**our**,” or “**us**”) collects, uses, shares, and protects your information when you use our websites, applications, and AI-powered education and career services (collectively, the “**Services**”).

We are committed to protecting your privacy worldwide. This Policy applies globally, with **jurisdiction-specific addenda** for the EU/EEA, UK, India, and the United States (including California).

1. Information We Collect

A. Information you provide

- Account details (name, email, phone, age/date of birth).
- Academic and career data (interests, programs, test scores, financial preferences, psychometric tests).
- Inputs you submit into the Services (text, files, images, messages).
- Payment and billing information (if using paid services).
- Feedback, surveys, and customer support communications.

B. Information collected automatically

- Log data (IP address, browser type, device info, operating system, pages visited, timestamps).
- Usage data (features used, interactions, clicks).
- Location data (approximate via IP; precise location only if you opt in).
- Cookies, analytics tools, beacons, pixels, device identifiers.

C. Information from third parties

- Social login data (if you sign in via Google, Meta, LinkedIn).
 - Verification and anti-fraud providers.
 - Partners or universities who interact with you via our platform.
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2. How We Use Your Information

We use your information to:

1. **Provide and improve the Services** (account setup, AI guidance, university recommendations, personalization).
 2. **Process transactions and billing** for subscriptions or tokens.
 3. **Develop and train AI models** (only where lawful and/or with your consent, using de-identified or aggregated data).
 4. **Ensure trust & safety** (prevent abuse, detect fraud, enforce policies).
 5. **Communicate with you** (service notices, security alerts, promotions if you opt in).
 6. **Comply with legal obligations** (law enforcement, regulatory compliance).
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3. Legal Bases for Processing (GDPR & similar laws)

Where applicable, we rely on:

- **Consent** (e.g., marketing emails, model training opt-in).
 - **Contractual necessity** (to deliver Services).
 - **Legitimate interests** (security, analytics, improving user experience).
 - **Legal obligations** (complying with data protection, tax, financial regulations).
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4. Cookies & Tracking Technologies

- **Necessary cookies:** essential for login, navigation, security.
- **Analytics cookies:** help us improve performance.
- **Functional cookies:** remember your preferences.
- **Advertising cookies** (if applicable): personalized ads.

You can manage cookies via your browser or our cookie banner.

5. Sharing Your Information

We may share data with:

- **Service providers** (cloud hosting, analytics, payment processors).
- **University and employer partners** (only when you explicitly engage with them).
- **Affiliates/subsidiaries.**
- **Authorities** (if legally required).
- **Other parties with your consent.**

We do not sell personal data for profit.

6. International Transfers

Your data may be transferred to countries outside your residence. We implement safeguards (e.g., **Standard Contractual Clauses**, adequacy decisions, data transfer agreements) to protect it.

7. Data Retention

- We keep your data as long as necessary to provide Services, comply with legal obligations, and improve our models (if opted in).
 - Retention periods vary: e.g., account data until deletion; payment data for statutory periods; logs for a limited period.
 - After expiry, data is deleted or anonymized.
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8. Your Rights (Global)

You may:

- Access your data.
 - Correct inaccuracies.
 - Delete your data (“right to be forgotten,” subject to law).
 - Restrict or object to processing.
 - Request portability of your data.
 - Withdraw consent at any time.
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9. Security

We use administrative, technical, and physical measures (encryption, access controls, secure storage, monitoring, penetration testing) to protect data. No system is 100% secure, but we work to reduce risks.

10. Children & Minors

- You must be at least 13 to use our Services.
 - If under 18 in India, or under the “digital age of consent” (13–16 in the EU/UK), you may only use Services with parental consent.
 - We do not knowingly collect sensitive personal data from children without consent.
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11. Regional Addenda

A. European Union (GDPR) & United Kingdom (UK GDPR)

- **Data controller:** Graztech Private Limited, Hyderabad, India.
- **Data Protection Officer (DPO):** [Insert contact].
- **Rights under GDPR:** access, rectification, erasure, restriction, portability, objection, withdrawal of consent.
- **Supervisory authority:** You may complain to your local authority (e.g., ICO in the UK, CNIL in France).
- **Legal basis:** see Section 3.
- **Cross-border transfers:** safeguarded with Standard Contractual Clauses.

B. India

- **Legal framework:** Compliant with the **Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011** and the **Digital Personal Data Protection Act, 2023**.
- **Children under 18:** parental consent required.
- **Grievance Officer:** [Insert name/contact] per Indian IT Rules.

C. United States

- We comply with applicable federal and state laws.
- **No discriminatory use:** We do not process admissions or employment data in ways that unlawfully discriminate.
- **High-risk carve-outs:** Our AI Outputs should not be used for medical, legal, or financial decisions without human oversight.

California (CCPA/CPRA)

If you are a California resident, you have rights to:

- Know what categories of personal information we collect and share.
- Request deletion of your data.
- Request correction of inaccurate information.
- Opt out of sale/sharing of personal information (we do not sell data for profit).

- Non-discrimination: You will not be penalized for exercising your rights. You (or your authorized agent) can exercise these rights by contacting **hello@edviseme.com**.
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12. Changes to this Policy

We may update this Policy periodically. We will notify you of material changes (e.g., via email or in-app banners). Continued use of Services after updates means acceptance.

13. Contact Us

Graztech Private Limited

406 Pentagon, Road 12, Banjara Hills

Hyderabad-500034, Telangana, India

 **hello@edviseme.com**

📌 EU/UK users may also contact our DPO: [Insert details]

📌 India users may contact our Grievance Officer: [Insert details]