

1. About this Privacy Policy

This privacy policy applies to visits or users of our websites and other services. This privacy policy may be supplemented by additional statements, terms or notices as may become relevant from time to time.

2. Information We Collect

We collect information in three ways: directly from your input, from third-party sources, and through automated technologies.

2.1 Data You Provide to Us

The types of personal information that we collect directly from you depends on how you interact with us. These types of information may include:

- Contact details, such as your name, email address, postal address, social media handle, and phone number;
- Account login credentials, such as usernames and passwords, password hints and similar security information;
- Other account registration and profile information, such as job title, educational and professional background and qualifications, and photo;
- Payment information, such as a credit or debit card number;
- Comments, feedback and other information you provide to us, including search query data and questions or information you send to customer support;
- Interests and communication preferences, including preferred language; and/or
- Any other information relevant to the provision of our services to you.

2.2 Data from Your Agent

We may obtain personal information about you from the agent through whom you apply to study at Ruby Institute. This information may include:

- Contact details, such as your name, organisational email address, postal address, and phone number;



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- Other account registration information such as job title;
- Documents such as passport and qualifications; and/or
- Any other information relevant to the provision of our services to you.

2.3 Data from Other Sources

We also may obtain contact details and other information about you from our digital platforms such as social media and website. This information may include:

- Contact details, such as your name, organisational email address, postal address, and phone number;
- Data from service providers with whom we offer co-branded services or engage in joint marketing activities; and/or
- Publicly available data we obtain to validate or supplement the information we hold to provide our services to you.

3. How We Use Your Information

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

- Process a request, order, download, subscription or other transaction;
- Enhance and improve our products, events, and services and to develop new products, services and benefits;
- Offer you customised content and other personalisation of services to be more relevant to your interests and geographical location;
- Respond to your requests, inquiries, comments and concerns;
- Notify you about changes, updates and other announcements related to our products and services;
- Deliver targeted advertisements, promotional messages, notices and other information related to our services 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;



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- Identify usage trends and develop data analysis, including for purposes of research, audit, reporting and other business operations;
- Determine the effectiveness of our promotional campaigns and evaluate our business performance
- Comply to obligations pursuant to a customer agreement; and/or
- Comply with our legal obligations, resolve disputes, and enforce our agreements.

4. Sharing Information

4.1 Potential Recipients

Depending upon the services provided, we share information with our service providers, affiliates, co-operators, suppliers, agents and representatives, and other stakeholders as may be relevant for the provision of our services to you.

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 a partner, that wish to send you information about their products and services that may be of interest to you, as determined by your choices.

Potential recipients will, by their using the data, imply that they will abide by the present privacy policy. Whenever relevant and possible, we will check the privacy policy of potential recipients.

4.2. Your Choices

Any contributions that you disclose publicly may be collected and used by others. Please be careful when disclosing personal information in public areas.

4.3 For Legal Reasons

We also will disclose in good faith and without prejudice your personal information if we have reason to believe that such disclosure is necessary to:

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



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5. Data Retention

We retain your personal information for as long as necessary to maintain your interest with Ruby Institute, 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.

6. Data Security

We implement technical and organisational measures to seek to ensure a level of security appropriate to the risk to the personal information we process. These measures are aimed at ensuring the integrity, confidentiality, and availability of personal information.

7. Your Communication Preferences

You can customise and manage or request customisation of your communication preferences and other settings when you register with our services. Ways to do this include updating your account features and preferences or using “opt-out” mechanisms such as “unsubscribe” or other means provided within the communications that you receive.

We reserve the right to notify you of changes or updates to our services whenever necessary.

8. Changes

This privacy policy may be updated from time to time. Any changes will be communicated to you through appropriate means such as by posting our revised Privacy Policy on our webpage with the revision date. We may make material changes and provide notice through our service or by other means.

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