

Taaleem Standard Privacy Notice

This privacy notice is issued on behalf of all education establishments that are owned or operated by Taaleem referred to as “Taaleem”, “we”, “us”, and “our” in the privacy notice. This notice applies to visitors, users and stakeholders referred to as “you”, “your” in this privacy notice whose personal data is processed by us owing to your interaction with our websites, mobile applications, schools or any other services provided by Taaleem (our “Services”). At Taaleem we take your privacy seriously and know the importance of data security. This notice aims to inform you how we collect, use, process and store any personal information that you share with us either directly or through third parties.

1. Personal Information Collected

Taaleem is committed to providing robust levels of security and privacy in relation to the collection and use of personal data. We may collect the following information in digital and/or physical formats:

- Personal information of you and/or your child such as name, address, email address, contact numbers, date of birth, gender, passport details, Emirates ID information, visa details etc.
- Enrolment information including educational history, grade history, exam results, student records from previous schools such as joining and leaving dates, incident reports, attendance and disciplinary records.
- Health information relating to your child, including relevant health issues, medical conditions, information on disabilities or learning needs, allergies, vaccination records, details on incidents or accidents that have occurred whilst in our care.
- Any information that you provide to us by filling in forms for Services including any admissions, enrolments and onboarding documentation, including bank statements, salary letters, and any additional information you provide to us during your child’s education.
- Personal information provided during an event or promotion run by Taaleem indicating marketing preferences, and responses to surveys that you may be asked to complete for research purposes.
- Records and copies of your communications with Taaleem by email or by other means.
- Financial data including payment card details, invoice details, and information on payments you make to us.
- CCTV footage and personal identification details that are collected by Taaleem security systems when you or your child access our sites.
- If you are applying for a job with Taaleem any data provided by you or a third party as part of the recruitment process such as personal details, passports, police clearance certificates or references.
- Any other personal data or information that you or your child provides to us while we are providing Services.

2. Legal Basis for Processing Data

Taaleem rely on the following legal basis for processing your personal data in connection with the Services:

- Where we are performing our contractual obligations, such as providing education to your child, we will need to use your information.
- Where we need to fulfil a legal obligation, we may need to use your data to ensure legal compliance with regulatory authorities within the UAE or to fulfil our safeguarding duties to staff or students.
- Where the processing is necessary to protect the vital interest of you or your child, for example preventing your child from being harmed.
- Where we have a public interest.
- Where we need to defend or initiate any legal proceedings.
- Where you have consented to us doing so, for example by providing information to us as part of the enrolment process you consent to us processing this information for the purpose of considering your child for admission into a Taaleem school and other administrative tasks associated with the admissions and enrolment process.

In some cases, Taaleem will rely on more than one of the grounds above for a particular use of your information and the ground that we rely on for a particular purpose may vary depending on circumstances. If you are a citizen outside of the UAE, then there may be other lawful basis that we rely on for processing personal data and we may need to process personal data if it is in our legitimate interest to do so.

3. Consent

- When you submit information to us, you consent to our collection, storage, and processing of your personal data in accordance with the parameters detailed in this privacy notice.
- You are entitled to request that we stop any consent-based processing of your personal information after you withdraw your consent.

4. Purpose for Using Personal Data

All personal data collected, processed, and stored by Taaleem is done so for the following purposes.

- To consider an application for your child to be enrolled at a Taaleem school, this includes assessing your child's suitability for admission and checking for wellbeing and safeguarding issues.
- To register and respond to your career application queries.
- To provide education services, including extra-curricular activities and educational visits at Taaleem schools.

- To allow students to take part in national or international assessments, and to publish the results of public examinations or other achievements of students at Taaleem schools.
- To comply with any obligations that we may have to governmental authorities including KHDA and ADEK which enable such regulatory authorities to monitor the performance of Taaleem schools.
- To respond to or follow up on, your comments and questions to ensure your child's needs are best met allowing us to improve and optimise our services.
- To allow you and /or your child access to any of our Services and to facilitate your use of our websites and applications.
- To respond to communications from you, and to maintain relationships with the wider school community and otherwise provide customer service.
- To inform you about relevant updates on news, projects, and services from Taaleem and third parties that may be of interest to you.
- To comply with laws and regulations relating to the provision of education services and child protection.
- To maintain records that Taaleem is required to generate in accordance with requirements mandated by relevant regulatory authorities.
- To carry out surveys to ensure that we are providing you with updates and information that you are interested in.

Please note Taaleem only collects adequate and relevant personal data to the extent that it is necessary. Data will be retained for the period relevant for the specific purpose notified to the data subject except where minimum retention periods are mandated by applicable laws or regulations.

5. Security

Taaleem has instituted comprehensive technical, physical, and organisational measures to safeguard personal information from accidental or unlawful destruction, loss, alteration, unauthorised access, disclosure, or any other forms of unlawful processing.

6. Third Party Disclosure

Personal information held may be disclosed to allow Taaleem to fulfil its obligation under applicable UAE laws, orders, decrees, and judicial requests.

When Taaleem provides information to third parties who are private entities associated with the delivery of Services, we impose obligations on such third parties to protect your personal data. This is achieved through written binding contracts with the third parties explicitly detailing the requirement to appropriately process and store your data.

Taaleem does not provide your personal data to third parties for their own marketing purposes and does not rent or sell any of your personal information to any other organisation or individual. We may from time to time anonymise your personal data for analytics purposes, market research and business development purposes. You won't be identifiable from the data and we may choose to use this anonymised data indefinitely without further notice to you.

Your personal data may be shared if:

- You specifically request this, for example you may ask us to share educational information with another educational establishment.
- Other organisations are required to have access to your personal information in connection with delivery of Services, for example exam boards.
- The disclosure is required or allowed by law, for example disclosure to police, or other judicial authority.
- The disclosure is required by government agencies or regulatory authorities as required under our legal obligation or in response to an official request, for example KHDA or ADEK.
- It is required and relevant to the work of professional advisors such as bankers, lawyers, financial service providers, auditors and insurers who provide banking, financial, legal, insurance, consultancy, and accounting services to Taaleem.
- Required in the performance of tasks by technical services providers that facilitate the operation of websites, applications and other software used by Taaleem.
- Required by service providers such as payment, transport, and catering service providers.

7. Data Protection Rights

In accordance with your rights as per relevant data protection regulations you may request certain actions in relation to your personal data:

- The right to be **informed** about the collection and use of your personal data.
- The right to **access** and receive copies of your personal data.
- The right to **rectification** to amend any inaccurate personal data which we hold about you.
- The right to **erasure**, to erase the personal data we hold about you (subject to legal requirements).
- The right to **restrict** our processing of your personal data in certain circumstances.
- The right to **object** where we process your personal data in certain circumstances, for example you have the right to ask us not to process your personal data for marketing purposes.
- The right to **data portability**, to provide you with your data in a structured, commonly used format and be able to have your data transferred to another third party upon request.

8. Cookies

Cookies are small text files containing a string of characters that uniquely identify a browser on a device connected to the Internet. When you visit Taaleem sites or non-Taaleem sites hosting our plugins or tags, cookies are placed in your browser. Depending on your jurisdiction, you may be presented with various consent options, including the option to reject all non-essential cookies before Taaleem places cookies in your browser. Visitors from all jurisdictions have the functionality to opt out of non-required cookies using the cookie preferences tool.

We use cookies and other technologies on all our sites to ensure the best and most secure experience and to provide you with a personalised user experience. Taaleem also employs cookies or similar technologies on its sites to collect online information such as your mobile device ID, IP address, and other device information, as well as behavioural data regarding your device usage on our sites (e.g., pages viewed, links clicked).

If you prefer not to receive cookies, you can adjust your browser settings on your computer or other device used to access our websites. Most browsers offer functionality allowing you to review and delete cookies, including Taaleem cookies. However, this may limit your ability to fully utilise our websites.