



## Privacy Policy

Effective Date: 09<sup>th</sup> March 2024

At MCFM Global Academy, a subsidiary of MCFM Global Ltd, we are committed to protecting your privacy and safeguarding your personal information. This Privacy Policy outlines how we collect, use, and disclose your personal information in connection with our online learning platform.

### Information We Collect

We may collect the following types of personal information when you use our website:

- ✓ Contact Information: such as your name, email address, and phone number.
- ✓ Account Information: such as your username, password, and profile picture.
- ✓ Payment Information: such as your credit card details, billing address, and payment history.
- ✓ Usage Information: such as your browsing activity, interactions with our website, and preferences.
- ✓ Technical Information: such as your IP address, device information, and browser type.
- ✓ Other Information: that you voluntarily provide to us or that we collect with your consent.

### How We Use Your Information

We may use your personal information for the following purposes:

- ✓ To provide and improve our services, including the online courses and resources available on our platform.
- ✓ To communicate with you about your account, course updates, promotions, and other relevant information.
- ✓ To process payments and facilitate transactions.
- ✓ To personalise your experience and offer tailored content and recommendations.
- ✓ To analyse and monitor usage trends, troubleshoot issues, and prevent fraud.
- ✓ To comply with legal obligations and enforce our terms of service.

### Disclosure of Your Information

We may share your personal information with third parties in the following circumstances:

- ✓ With service providers and business partners who assist us in operating our website and delivering our services.
- ✓ With your consent or at your direction, such as when you choose to share information with other users or integrate third-party services.
- ✓ When required by law or in response to a legal request, such as a court order or subpoena.
- ✓ In connection with a merger, acquisition, or sale of assets, where your personal information may be transferred to the acquiring entity.

## Data Retention

We will retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

## Security Measures

We take reasonable measures to protect your personal information from unauthorised access, disclosure, alteration, or destruction. However, please note that no method of transmission over the internet or electronic storage is 100% secure.

## Your Rights and Choices

You have certain rights regarding your personal information, including the right to access, correct, or delete your information. You may also have the right to object to certain processing activities or request restrictions on how your information is used.

## Updates to this Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. We will notify you of any material changes by posting the updated policy on our website or contacting you directly.

## Contact Us

If you have any questions or concerns about our Privacy Policy or our handling of your personal information, please contact us at [hello@mcfmglobal.com](mailto:hello@mcfmglobal.com).

By using our website, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.