

# PRIVACY POLICY FOR KERALA BLOCKCHAIN ACADEMY WEBSITE VISIT & PROMOTIONAL ACTIVITIES

*Last Updated: 23/09/2024*

At Kerala Blockchain Academy (KBA), we are committed to safeguarding the privacy of our students, event participants, and all website visitors. This Privacy Policy outlines how we collect, use, and protect your personal information when you interact with our website or participate in our blockchain events. While visiting our website or providing your information, you agree to the practices outlined below in this policy.

## 1. Information We Collect

We collect the following personal information from students, event participants, and visitors:

- **Name:** For identification and personalised communication.
- **Email Address:** To share event details, updates, and promotional content.
- **Social Media Handles:** For networking, promotional purposes, and event marketing.
- **Other Information:** Any additional details you voluntarily provide during event registration, surveys, or communication.

## 2. How We Use Your Information

The information we collect is used for the following purposes:

- **Event Communication:** To provide updates, reminders, and essential information regarding the events you have registered for or shown interest in.
- **Promotional Content:** To promote Kerala Blockchain Academy's events, programs, and achievements, we may use your name, social media handles, and event participation details in our newsletters, and social media posts.
- **Internal Analytics:** We may use the collected information to analyse participants' demographics and interests to improve our services and tailor content accordingly.

## 3. Sharing Your Information

Your personal information will not be sold or rented to third parties. However, we may share your information with:

- **Social Media Platforms:** We may tag or mention you in posts related to events or achievements for promotional purposes.

## 4. Data Security

We implement industry-standard measures to protect your personal information from unauthorised access, alteration, disclosure, or destruction. However, no method of transmission over the Internet is 100% secure, and we cannot guarantee the absolute security of your data.

## 5. Your Rights

You have the right to:

- **Withdraw Consent:** Opt-out of receiving promotional communications from us at any time by contacting us or using the unsubscribe link in our emails.
- **Request Deletion:** Ask to remove your mentions or tags in the social media announcements.

## 6. Use of Cookies

Our website may use cookies to enhance your user experience, such as tracking browsing activities. You may disable cookies in your browser settings if you prefer not to allow tracking.

## 7. Changes to This Privacy Policy

We may update this policy from time to time to reflect changes in our practices or for legal compliance. We encourage you to review this policy periodically for any updates.

## 8. Contact Us

If you have any questions or concerns regarding this Privacy Policy or wish to exercise your rights, please contact us at [kba@duk.ac.in](mailto:kba@duk.ac.in)