



PRIVACY POLICY

Stratify BA (hereinafter referred to as "the Company," "we," "us," or "our") is an ISO 9001:2015 certified educational training organisation registered and operating from Pune, Maharashtra, India. We provide domain-specific business analyst training, legal business analyst courses, US healthcare training, personalised training webinars, and career development services through our website <https://stratifyba.co.in> (the "Website") and associated platforms.

This Privacy Policy explains how we collect, use, store, protect, and share your personal information when you visit our Website, enrol in our courses, or interact with our services. We are committed to protecting your privacy in accordance with:

- The Digital Personal Data Protection Act, 2023 (DPDP Act)
- The Information Technology Act, 2000
- The Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011
- Other applicable Indian privacy laws

By using this Website or enrolling in any Stratify BA course, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy.

1. Information We Collect

We collect personal information necessary for providing our educational and career development services. The categories of personal data we collect include:

A. Identity & Contact Information

- Full name
- Email address
- Phone number
- Mailing address (if provided)

- LinkedIn profile URL (if provided)

B. Professional & Educational Information

- Curriculum Vitae (CV) / Resume
- Educational qualifications and work experience
- Course enrolment history and preferences
- Career development interests

C. Course & Training Information

- Course enrolment details and attendance records
- Assessment and project submissions
- Quiz scores and assignment performance
- Certificates of Completion issued

D. Payment Information

- Transaction ID and payment status
- Billing details (name, address)

Note: We do not store debit card, credit card, banking, or UPI PIN information. Payments are securely processed through trusted third-party payment gateways.

E. Technical & Website Usage Data

- IP address
- Browser type and device information
- Website pages visited and referral links
- Cookies and analytics data (as described in Section 8)
- Session identifiers

F. Communication Information

- Messages sent through forms, email, or WhatsApp
- Feedback, reviews, and comments
- Enquiries and support requests

2. How We Collect Your Information

We collect personal information through the following means:

1. Directly from you – when you register on our Website, enrol in a course, fill out forms, contact us, submit your CV, or communicate with us via email or phone.
2. Through your use of the Website – we automatically collect technical and usage data through cookies and analytics tools when you browse our Website.
3. From third-party platforms – when you interact with our services through third-party platforms such as Google Forms, Calendly, YouTube, or payment gateways.

3. How We Use Your Information

We collect and process your personal data strictly for the following educational and service-related purposes:

Purpose	Description
Course Registration & Delivery	To register you for courses, provide access to the Learning Management System (LMS), deliver training content, and manage your learning progress.
Payment Processing	To process payments, confirm transactions, and issue GST invoices.
Student Support	To respond to your queries, provide technical support, and address grievances.
Career Development Services	To provide resume guidance, LinkedIn optimisation, and career support services as part of your programme.
Communication	To send you important updates about your course, enrolment confirmations, payment receipts, and service-related notifications.
Certificate Issuance	To assess your performance and issue Certificates of Completion.

Website Improvement	To analyse usage patterns and improve our Website and services.
Legal Compliance	To comply with applicable Indian laws, including tax, consumer protection, and data protection regulations.
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Important: No Marketing Use

We do not use your personal data for marketing, promotional, or advertising purposes. Your information is collected solely for the purpose of delivering the educational services you have enrolled in. We do not:

- Send marketing emails or promotional communications
- Use your data for targeted advertising
- Share your data with third parties for their marketing purposes
- Rent, sell, or trade your personal information to any third party

Should we ever wish to use your data for any purpose beyond those listed above, we will obtain your explicit separate consent before doing so.

4. Legal Basis for Processing

Under the Digital Personal Data Protection Act, 2023, we process your personal data on the following lawful bases:

1. Consent – You provide your explicit consent when you register, enrol in a course, or submit your personal information to us.
2. Contractual Necessity – Processing is necessary for the performance of our contract with you, including course delivery, payment processing, and certificate issuance.
3. Legal Obligation – Processing is necessary for compliance with applicable Indian laws, including tax and regulatory requirements.
4. Legitimate Interests – Processing is necessary for our legitimate interests, such as improving our services and ensuring the security of our Website, provided such interests do not override your privacy rights.

5. How We Share Your Information

We do not sell, rent, or trade your personal data. We may share your personal data only in the following limited circumstances:

A. Third-Party Service Providers

We engage trusted third-party service providers to deliver our services. These providers process your data strictly on our behalf and only for the purposes outlined in this Privacy Policy:

Service Provider	Purpose
Payment Gateways (UPI, Net Banking, Debit/Credit Cards)	Payment processing and transaction confirmation.
Learning Management System (LMS) Platform	Course content delivery and learning management.
Google Forms	Collection of enrolment and feedback information.
Calendly	Scheduling of consultation sessions.
Email Service Providers	Sending enrolment confirmations, receipts, and service-related communications.

All third-party service providers are bound by contractual obligations to protect your personal data and process it only in accordance with our instructions.

B. Legal and Regulatory Compliance

We may disclose your personal data if required to do so by law, regulation, legal process, or governmental request, including:

- Compliance with the Digital Personal Data Protection Act, 2023
- Compliance with the Goods and Services Tax Act, 2017
- Response to a court order, subpoena, or other legal process
- Enforcement of our Terms of Service

C. Business Transfers

In the event of a merger, acquisition, or sale of assets, your personal data may be transferred to the successor entity, subject to the same privacy commitments.

D. With Your Consent

We may share your personal data in other circumstances with your explicit consent.

6. Data Retention

We retain your personal data only for as long as is necessary to fulfill the purposes for which it was collected, or as required by applicable law.

Our retention periods are as follows:

Data Category	Retention Period
Course Enrolment Data	Two (2) years from the date of enrolment (consistent with LMS access period) or until you request deletion, whichever is earlier.
Payment Records	As required under the Goods and Services Tax Act, 2017 and other applicable tax laws.
Communication Records	Up to two (2) years from the date of last communication.
Certificates Issued	Retained for record-keeping purposes; may be verified by third parties upon your request.
CV/Resume Data	Until the completion of the career development service or upon your request for deletion.

After the retention period expires, your personal data will be securely deleted or anonymised.

7. Your Rights

Under the Digital Personal Data Protection Act, 2023, you have the following rights regarding your personal data:

A. Right to Access

You have the right to request access to the personal data we hold about you.

B. Right to Correction

You have the right to request correction of inaccurate or incomplete personal data.

C. Right to Erasure (Right to be Forgotten)

You have the right to request deletion of your personal data when:

The data is no longer necessary for the purposes for which it was collected

You withdraw your consent and there is no other legal basis for processing

The processing does not comply with the DPDP Act

D. Right to Withdraw Consent

You may withdraw your consent for processing your personal data at any time. Please note that withdrawal of consent may affect our ability to provide certain services to you.

E. Right to Grievance Redressal

You have the right to lodge a complaint with our Grievance Officer or the Data Protection Board of India.

F. Right to Nominate

You have the right to nominate another individual to exercise your rights in the event of your death or incapacity.

How to Exercise Your Rights

To exercise any of these rights, please contact us at:

Email: stratifyba@gmail.com

Subject Line: "Privacy Request – [Your Name]"

We will respond to your request within 30 days of receipt, as required under applicable law.

8. Cookies and Tracking Technologies

Our Website uses cookies and similar tracking technologies to enhance your browsing experience and analyse website usage.

Types of Cookies We Use

Cookie Type	Purpose
Essential Cookies	Necessary for the basic functioning of the Website.
Functional Cookies	Remember your preferences and settings.
Analytics Cookies	Collect anonymised data about how visitors use our Website (e.g., Google Analytics) to help us improve our services.

Third-Party Cookies

We may use third-party services that place cookies on your device, including:

- Google Analytics (for website analytics)
- YouTube (for embedded video content)

Your Choices

You can control cookies through your browser settings. You may choose to block or delete cookies, but please note that this may affect the functionality of our Website.

We do not use cookies for marketing, advertising, or retargeting purposes.

9. Data Security

We implement reasonable and appropriate security measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction. These measures include:

- Encryption – Sensitive data is encrypted during transmission using Secure Socket Layer (SSL) technology
- Access Controls – Access to personal data is restricted to authorised personnel on a need-to-know basis
- Secure Storage – Personal data is stored on secure servers with appropriate technical safeguards

- Regular Monitoring – We regularly review our security practices to ensure ongoing protection

While we strive to protect your personal data, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security, but we are committed to taking all reasonable steps to protect your data.

10. Children's Privacy

Our courses and services are designed for individuals who are at least 18 years of age. We do not knowingly collect personal data from individuals under the age of 18 without verifiable parental or lawful guardian consent.

If you are under 18 years of age, you may only use our Website and enrol in our courses with the consent of a parent or legal guardian. If we become aware that we have collected personal data from a child without appropriate consent, we will take steps to delete that information promptly.

11. Cross-Border Data Transfers

We do not currently transfer your personal data outside the territory of India. All data is stored and processed within India on servers located in India.

If we ever need to transfer your personal data outside India in the future, we will:

1. Inform you of the countries to which data may be transferred
2. Ensure such transfers comply with the requirements of the Digital Personal Data Protection Act, 2023
3. Obtain your explicit consent where required

12. Third-Party Links

Our Website may contain links to third-party websites, tools, or services (including Google Forms, Calendly, YouTube, and payment gateways). These links are provided for convenience only.

Stratify BA does not endorse, control, or take responsibility for the content, privacy practices, or terms of any third-party platform. This Privacy Policy does not apply to such third-party platforms. Your use of such platforms is at your own risk and subject to those platforms' own privacy policies and terms.

We encourage you to review the privacy policies of any third-party platforms you access through our Website.

13. Grievance Redressal

In accordance with the Digital Personal Data Protection Act, 2023 and the Information Technology Act, 2000, we have designated a Grievance Officer to address your privacy-related concerns:

Particulars	Details
Grievance Officer	Shivani Pushkar Joshi
Organisation	Stratify BA
Address	SB Road, Pune – 411016, Maharashtra, India
Email	stratifyba@gmail.com
Phone	(+91) 93093 84460

If you have any questions, concerns, or complaints regarding this Privacy Policy or our data processing practices, please contact our Grievance Officer.

Complaint Procedure

1. Submit a complaint – Send your grievance in writing to stratifyba@gmail.com with the subject line "Privacy Grievance – [Your Name]".
2. Acknowledgment – We will acknowledge receipt of your grievance within 48 hours.
3. Resolution – We will investigate and resolve your grievance within 30 days of receipt.
4. Escalation – If you are not satisfied with our resolution, you may approach the Data Protection Board of India established under the DPDP Act.

14. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or for other operational reasons. The most current version will always be available on our Website at <https://stratifyba.co.in>.

When we make material changes to this Privacy Policy, we will notify you by:

- Posting a prominent notice on our Website
- Sending an email notification (where we have your email address)

We encourage you to review this Privacy Policy periodically. Your continued use of our Website or services following the posting of changes constitutes your acceptance of the revised Privacy Policy.

15. Contact Us

If you have any questions, concerns, or feedback regarding this Privacy Policy or our data protection practices, please contact us:

Stratify BA

SB Road, Pune – 411016, Maharashtra, India

Email: stratifyba@gmail.com, support@stratifyba.co.in

Phone: +91 93093 84460

Website: <https://stratifyba.co.in>

By using this Website or enrolling in any Stratify BA course, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy.

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