Privacy Policy
Last Updated: 27 November 2025

Al Tief Educational Institute ("AEI", "we", "our", or "us") is committed to safeguarding the privacy of all students, parents, website visitors, and individuals who interact with our institution. This Privacy Policy outlines how we collect, use, store, protect, and share personal information in accordance with UAE data protection principles and the requirements of educational regulators and awarding bodies.

1. Information We Collect

We collect information necessary for delivering educational services, regulatory compliance, and maintaining academic records.

A. Personal & Academic Information

- Full name
- Email address
- Phone number
- Date of birth
- Gender
- Nationality
- Passport or Emirates ID copy
- Visa/Residency information
- Previous academic qualifications
- School/university transcripts
- Program or course enrolled in
- Attendance, assessments, assignments, and academic performance
- Emergency contact details

B. Parental/Guardian Information

For learners who require parental involvement, we may collect:
- Parent/guardian name
- Contact information
- Relationship to learner

C. Financial & Billing Information

For processing payments and invoices:
- Payment receipts
- Billing address
- Payment method (processed through secure third-party gateways)

AEI **does not store full debit/credit card details**.

D. Website & System Data (Automatically Collected)

To improve user experience and website performance, we may collect:
- IP address

- Device and browser type
- Geographic location (approximate)
- Pages visited and time spent
- Referring website
- Cookies and similar tracking technologies

2. How We Use Your Information
AEI uses collected data strictly for educational, administrative, and regulatory purposes:

A. Academic & Student Services
- Processing course applications and registrations
- Creating student accounts and academic profiles
- Scheduling classes and examinations
- Delivering lessons, assessments, and learning support
- Issuing certificates and academic records
- Monitoring academic progress and attendance

B. Regulatory & Awarding Body Compliance
We may share information to comply with requirements from:
- KHDA (Knowledge and Human Development Authority)
- International awarding bodies (Pearson BTEC, Qualifi, GED, CPD, Certiport, etc.)
- External exam boards and testing centers

C. Communication Purposes
- Sending class updates, reminders, and announcements
- Providing feedback, assessments, and academic notifications
- Responding to inquiries
- Sending marketing messages (only with consent; can unsubscribe anytime)

D. Operational & Administrative Needs
- Processing payments, invoices, and receipts
- Verifying identity for admissions
- Improving website functionality and user experience
- Internal audits, compliance checks, and accreditation reporting

3. Sharing Your Information
Your personal data may be disclosed only to the following authorized entities:

A. Regulatory Authorities
Required for compliance with UAE education sector laws (e.g., KHDA).

B. Awarding Bodies
To register learners for qualifications, examinations, and certifications.

C. Service Providers

Such as:

- CRM platforms
- Email/SMS communication tools
- Payment gateways
- IT support and cloud services
- Learning management systems
- Marketing/advertising service providers

All third-party providers are required to maintain confidentiality.

D. Legal Requirements

We may disclose information if required by:

- UAE laws and regulations
- Courts or government authorities
- Safety and safeguarding concerns

AEI will never sell or trade your personal information.

4. Data Security

We implement strong security safeguards to protect your information, including:

- Encrypted data transmission
- Secure servers and firewalls
- Password-protected systems
- Restricted staff access
- Staff training on data protection and confidentiality

While we strive to protect your personal information, no online transmission can be guaranteed 100% secure.

5. Data Retention

We retain information for as long as necessary to:

- Provide educational and administrative services
- Maintain academic records as per awarding body requirements
- Comply with UAE laws and regulator (KHDA) expectations

After retention periods expire, data is securely deleted or anonymized.

6. Your Rights

You may request the following:

- Access to your personal data
- Correction of inaccurate information
- Deletion of information (where legally applicable)
- Restriction or withdrawal of marketing communications
- Copies of academic and attendance records

To make a request, contact us at:

info@aeidubai.ae

7. Use of Cookies

We use cookies to:

- Improve website performance
- Remember user preferences
- Enhance navigation
- Analyze website traffic

You may disable cookies in your browser settings.

8. External Links

Our website may link to third-party sites.
We are not responsible for the privacy practices of external websites.

9. Children's Privacy

For students under 18:

- Personal information is collected with consent from parents/guardians.
- We do not knowingly collect data from children without consent.
- Parents may request access, updates, or deletion of their child's data.

10. Updates to This Policy

AEI may update this Privacy Policy from time to time.
Any changes will be published on this page with an updated "Last Updated" date.

11. Contact Us

For questions or privacy-related requests:

✉ info@aeidubai.ae
📍 Block 13, Office G26, Dubai Knowledge Park, Dubai, UAE
📞 800 345678
📞+971524780099