# Privacy Policy

**Expertie Privacy Policy_v3 (September 2026) Download the PDF**

The Privacy Policy ("Policy") describes how Exeed Ventures LLP ("Expertie", "we", "us", or "ours") collects, uses, and discloses the information we collect about individuals who interact with our mobile apps or website or us (collectively referred to as our "Site") and to inform you of your rights with respect to our data collection practices.

In this Policy, we will outline and describe the following with respect to the information about you that we collect:

- Categories of information we collect and its sources
- How we use your information – our purpose for collection
- To whom we disclose your information
- Opt-out – your choices
- Cross-border transfers of information
- How long we keep your information, your right to delete it and correct it
- Security of your information
- Liability limits
- Questions and contact information
- Children's Privacy
- Effective date of this Privacy Policy and changes

The services that we provide and to which this Policy applies include online services such as email newsletters, online content including relevant targeted ads, scholarship listings, and mobile applications for various medium or devices in use now or in the future, and offline services including conferences and events we may participate in (together, with the Site, the "Services").

## I. Categories of Information we collect and its sources

### A. *Information you provide:*

We may collect information directly from you. If you create a login account on our Site, the information that you provide us may include your name, email address, password, and other information you may provide, such as interests in colleges. If you are a parent and provide us information about your child, we collect that information. Also, if you contact us, we may collect additional information such as your location, and any information that you provide in your contact request. We also collect your

information about you when you call us on our service number. This may include your name and contact information, your phone number, and the content of your message.

You may also choose to provide us with other information about you when using our Services. For example, if you apply for or win a scholarship contest, you may be asked for information, such as high school graduation year. When using our Services, you may also provide us with other information about you, such as your age, citizenship, details of academic and work history, work place, preferences and goals related to the Expertie Services, test scores and other personally sensitive information entered into your user account. Certain features of our Services – such as features that allow you to understand financial and other costs of universities as related to your personal budget – may require you to provide additional information, including citizenship status, financial information, and sensitive information such as religion, race, and ethnicity. You may also post or otherwise submit user content to publicly available portions of our Site, such as when you post a user review, respond to an opinion survey, or comment on one of our articles or blogs.

You are not required to provide us with information, but certain features of the Services may not be accessible or available absent provision of the requested information.

**B.** ***Information collected automatically:***

Whether or not you create an account with us, certain information that may by identifiable to you may be passively collected by us or our vendors, including:

- device information such as hardware model, IP address, device identifiers, operating system, browser type and settings (like language and available font settings) and settings of the device you use to access the Services.
- Usage information such how you use the Services, the time and duration of your use, information about your interaction with content, where you click on our Site, and how you interact with our emails.
- Location information such as general location derived from your computer's IP address.

We may use "Cookies" and other tracking technologies to collect this information and make our online services more useful to you and to tailor the experience with us to meet your special interests and needs. For information about Cookies and other tracking technologies used on our Site, please see our separate Cookie Policy. If you choose to disable Cookies, some aspects of our Services may not function or perform differently, for instance, you will need to re-enter your information each time you return to use the Services.

**C. *Information collected from third parties:***

We may receive information about you from other users, such as your parent, if they use our Services and provide information about you (such as your college interests and profile information) or if another user (such as if a friend or college administrator/counsel) refers you to our Services by providing your email address.

We may also collect information about you from social networking or third party sites, such as from Facebook, Twitter, and Google (each, a "Third-Party Site"). For example, if you access our Services through a Third-Party Site – such as if you sign up using Google or Facebook – you may allow us to have access to certain information in your profile associated with the Third-Party Site depending on your settings. This may include your name, profile picture, gender, networks, user IDs, list of friends, location, date of birth, email address, photos, videos, people you follow and/or who follow you, and/or your posts or "likes." Third-Party Sites have their own policies for handling your information. For a description of how Third-Party Sites may use and disclose your information, including any information you make public, please consult those Third-Party Sites' privacy policies.

We may also collect information about you if you interact with us through Third-Party Sites, or through other information you make available on Third-Party Sites. For example, if you communicate with us through X or Facebook, we may collect that information and other information made available to us through the Third-Party Site. We do not control or supervise how these Third-Party Sites process your information, and any request that you have regarding the disclosure of your information from them to us should be made directly to those third parties (such as Facebook).

In addition to the information that we collect as described above, we also collect information about you from our vendors, including third-party integrators and data aggregators, such as Google Analytics, Microsoft Clarity, and similar services. The information that we collect through these channels includes for example, access times, browser type and language, device type and device identifiers.

**II. How we use your information – our purpose for collection**

For each of the categories of information set forth in Section I above, we use such information to provide you with meaningful and relevant Services, which includes information about colleges, where to live and where to work. In addition, we may use information about you for the following purposes:

- to provide, improve and personalize the Services;
- to respond to any questions or comments that you submitted to us;

- to carry out any obligations entered into between us, such as providing you with Services that you have requested;
- to provide you information about the Services and notify you of changes to our Services;
- to otherwise communicate with you, including to seek your views or comments on the Services we provide and send you communications by post, e-mail or text message which you have requested or that may be of interest to you, including newsletters, or promotions of our Services or events;
- for analytics purposes, including to measure the performance of our interactions with you;
- for marketing purposes;
- to obtain or maintain insurance coverage, manage risks or obtain professional advice and defend our rights and establish, exercise and defend our legal claims;
- to protect the safety, rights, property, or security of Expertie, our users, employees, third parties, members of the public and/or our Services;
- for security, auditing, fraud detection and prevention, and similar business operational purposes;
- to otherwise provide, create and maintain a trusted online environment and comply with our legal obligations; and
- for any other lawful purpose, including where we use information about you at your direction or with your consent.

We may combine information that we collect from and about you (including automatically generated information) with information that we obtain about you from other sources and use such combined information in accordance with this Policy.

We may aggregate and/or de-identify information collected through the Services. We may use and disclose appropriately aggregated or de-identified data for any purpose.

**III. To whom we disclose information about you**

**A. *Information made publicly available by you:***

Any information you share publicly through our Site may be indexed through third party search engines, such as Google or Bing. We do not control the practices of third-party search engines, and they may use caches containing your information, including any outdated information. You acknowledge that information that you submit when you participate in an opinion survey or user review, a blog or any online message board that we provide through our Site or Services may be available, via the Internet, around the world. We cannot prevent the disclosure to or use (or misuse) of such information by others, nor can we ensure information outside of our control is deleted if you later ask us to delete your information as provided for in this Policy.

**B. *Third party vendors:***

We also disclose information about you to third party vendors who act on our behalf (including contractors and service providers) to provide Services ("Vendors"). These Vendors provide a variety of services to us, including providing us with technical support, data hosting, professional services (such as financial or legal advice) validating and enriching data we maintain, and performing analytics and other work that we may need to outsource. In addition, we use Cloudflare Turnstile to tell people from bots on our sign-up, password reset, review, claim, contact and partner forms, on a report sent without an account, and on sign-in after repeated failed attempts. Cloudflare states that Turnstile processes client-side signals, such as your IP address, TLS fingerprint and User-Agent header, to detect and block bots, and that the purpose of collecting them is not to identify, profile or target any individuals. Cloudflare states that it processes these signals on our behalf to provide Turnstile, so questions or requests to exercise your rights about that processing come to us, and that it also processes them as a data controller to improve Turnstile's bot detection capabilities, under its Turnstile Privacy Notice and main Privacy Policy.

**C. *Third party websites:***

We may provide links to other websites, such as social networking sites (e.g., Facebook, Twitter and Google), or our third-party partner websites (such as scholarship providers, colleges, and Business Partners), and these other websites may provide links to our Site. Third party sites operate according to their own terms of use and privacy policies and Expertie has no control over these third-party websites. ***If you wish to opt-out of any information sharing conducted by any third-party website that you link to from us, or to us from them, you must do so in accordance with their specific opt-out policies and procedures.***

**D. *Analytics:***

We may disclose or make available some of your information to our analytics providers, Google Analytics, Microsoft Clarity and Ahrefs Web Analytics, to provide analytics services. These entities may use cookies and tracking technologies to allow us to, among other things, track and analyze data, determine the popularity of certain content and better understand your online activity. For more information about how to manage the use of your web browsing information for analytics, please see the Online Analytics and Tailored Advertising section below.

**E. *De-identified information about you:***

We also share aggregated or de-identified information (i.e., information that does not personally identify you directly), or statistical information about you, including

statistical data and historical use data, with others for a variety of purposes, including for their own uses, for example, for improving their services for you and others.

**F. *As required by law or legitimate business interest:***

In addition, we may disclose information we collect about you where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. Likewise, we may disclose information we collect about you to our professional advisers as is reasonably necessary for the purposes of managing risks, obtaining professional advice, or the establishment, exercise or defense of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. Further, we may disclose information we collect about you in connection with or during negotiation of any merger or similar transaction involving sale or transfer of some or all of our business or assets.

**Online Analytics and Tailored Advertising**

*Analytics*

We may use third-party web analytics services on the Services, such as those of Google Analytics. These service providers use the sort of technology described in the "Information collected automatically" section above to help us analyze how users use the Services, including by noting the third-party website from which you arrive. The information collected by the technology will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Services. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-Out Browser Add-on. We also use Microsoft Clarity; Microsoft states that Clarity's cookies store a unique pseudonymous ID, used to associate collected interaction data, allowing Clarity to connect page views and generate aggregated analytics. We also use Ahrefs Web Analytics, whatever your cookie choices. Ahrefs states that it uses a visitor's IP address to identify their location but never stores the raw IP address, uses no cookies and does not track visitors across days.

*Tailored Advertising*

We do not set advertising or ad-retargeting cookies, and we use no third-party ad networks or ad servers on the Services. Microsoft Clarity can place Microsoft's third-party MUID cookie, which Microsoft states is used for advertising, site analytics, and other operational purposes; see our Cookie Policy.

Google Analytics and Microsoft Clarity run on our Site only when your cookie choices allow Performance cookies (closing our cookie notice without making a choice switches every category on, unless your browser sends Global Privacy Control), and you can change that choice at any time. Your choice is kept in your browser, so if you clear your browser's stored data, use a different computer or change web browsers, you will be asked again.

If you do not want to receive personalized in-application advertisements from third parties on your mobile device, you may exercise that choice by visiting your mobile device's "settings" menu and adjusting the device's ad tracking settings (such as turning off the feature to "Allow Apps to Request to Track").

We do not control any of the above opt-out mechanisms and are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

**IV. Your Rights and Choices**

We offer you certain choices regarding the collection, use, and disclosure of information about you.

*Marketing Emails*: You can unsubscribe from marketing emails by following the directions in those emails. Note that you may continue to receive transaction-related emails. For example, even if you opt out of marketing emails, we may still send you certain non-promotional communications regarding us, such as communications regarding our Terms and updates to this Policy.

*Profile Information*: You may access and update certain information in your account by accessing your profile and going into your settings. Our How Do I Edit My Account article in the Expertie Help Center will walk you through the process of editing your data.

*Analytics and Tailored Advertising*: You can opt out of certain analytics and advertising processing of information about you by following the instructions in this Policy.

*Rights to Information About You*: The Digital Personal Data Protection Act, 2023 (the "DPDP Act") sets out rights you have with respect to your information; under notification G.S.R. 843(E) of 13 November 2025, the sections that set out these rights come into force eighteen months from the date that notification was published. You may request that we:

- Give you a summary of the personal data we process about you and the processing activities we carry out with it (section 11 of the DPDP Act).

- Provide you access to and/or a copy of certain personal information we hold about you.
- Correct or update personal information we hold about you.
- Delete certain personal information we have about you.
- Give you a readily available means of grievance redressal for anything we do or fail to do regarding your personal data or your rights (section 13 of the DPDP Act).
- Revoke your consent for the processing of your information.

You may nominate another individual to exercise your rights on your behalf in the event of your death or incapacity (section 14 of the DPDP Act). We may ask your nominee to verify their identity before processing their request as permitted by applicable law.

Please note that certain information may be exempt from such requests under applicable law. For example, we may retain certain information for legal compliance and to secure the Services. We may need certain information in order to provide the Services to you; if you ask us to delete it, you may no longer be able to use the Services.

If a personal data breach affects your personal data, we will inform you and the Data Protection Board of India, as section 8(6) of the DPDP Act provides.

If you would like information regarding your rights under applicable law or would like to exercise any of them, please email us at support@expertie.com or write to our Grievance Officer at grievance@expertie.com. To protect your privacy and security, and as authorized under applicable law, we take steps to verify your identity and requests before granting such requests. If we are unable to verify your identity, we may be unable to respond to your requests.

If you are not satisfied with how we resolve your grievance, you may complain to the Data Protection Board of India once you have used our grievance redressal process (sections 13(3) and 27 of the DPDP Act). We will provide information about how to do so in our response.

Where we process your personal data on the basis of your consent, you may withdraw that consent at any time, as easily as you gave it (section 6(4) of the DPDP Act). To withdraw your consent, please visit here. If your browser sends the Global Privacy Control signal, our cookie choices start with only Strictly Necessary cookies switched on. Cookie choices apply only to the specific device/browser on which you made them.

For more information about your privacy rights under the DPDP Act, please see the Expertie Notice under the Digital Personal Data Protection Act, 2023 here.

You may also ask us for the identities of all other Data Fiduciaries and Data Processors with whom we have shared your personal data, along with a description of the personal data shared (section 11(1)(b) of the DPDP Act).

You may obtain more specific information about how we process your personal data by reviewing the chart below.

***A special note about your telephone number*** – We will contact you at your telephone number only as the Telecom Regulatory Authority of India's Telecom Commercial Communications Customer Preference Regulations, 2018 permit. By providing your telephone number to us, ***you are providing your express consent to receive future information (including telemarketing) about products and services from us, and you hereby agree and consent to our contacting you using the information you have provided and will provide to us. This means we may contact you by e-mail, phone and/or mobile number (including use of automated dialing equipment and/or pre-recorded calls), text (SMS) message, social networks or any other means of communication that your wireless or other telecommunications device may be capable of receiving (e.g., video, etc.). You are not required to agree to this consent in order to obtain Services through us. This consent may be revoked by you at any time by removing your telephone number from your profile. For guidance in removing your telephone number, please see the help center article, available here or on the Expertie website, email us at support@expertie.com and put the words "remove my telephone number" in the subject line of your email.*** Please refer to the Expertie User Agreement for additional information regarding telephone consent.

***Special rule for users under 18 years of age*** – We will not knowingly process the personal data of a child (anyone under 18) without the verifiable consent of a parent or lawful guardian, as section 9 of the DPDP Act provides. You can opt in to information disclosures in multiple ways, such as by requesting that we disclose your information to colleges or related entities for which you have expressed an interest or with parties that you wish to be considered for a scholarship. We may ask you or the person acting on your behalf (e.g., a parent or legal guardian) to verify your identity. Likewise, any public information that you post on the Site, including user reviews or opinion surveys, are considered public and you will be considered to have opted in to the sharing of such public information.

**V. Cross-border transfers of information**

Our Services are controlled, operated and administered by Expertie from India, with the help of Vendors whose offices and servers may be located in India or elsewhere. Our Services are intended for audiences located in India and are provided in

accordance with and subject to the laws of India. Information about you may be transferred to and processed outside India only as the Digital Personal Data Protection Act, 2023 permits, including any restriction the Central Government notifies under section 16 of that Act.

**VI. How long we keep information about you**

We retain information about you for as long as reasonably necessary to fulfill the purposes for which we collected it, resolve disputes, establish legal defenses, conduct audits, enforce our agreements, and to comply with our legal obligations.

***VII. Security of your information***

To help protect the privacy of information we collect about you, we maintain physical, technical and administrative safeguards. Although we take certain measures to protect your information, no method of security is perfect. By using our Services, you acknowledge and accept that we cannot guarantee the security of your information, and that you provide information to us at your own risk.

**VIII. Questions, concerns or complaints – Contact Details**

If you have questions about our privacy practices and this Privacy Policy, or if you wish to correct any of your information or exercise your rights under the law or this Policy, you can contact us as follows:

Exeed Ventures LLP (LLPIN ACU-8333)
M-11, Shekhar Central,
Palasia Square,
Indore, Madhya Pradesh 452001

Email: support@expertie.com
Data protection queries: dpdp@expertie.com
Grievance Officer: grievance@expertie.com

Please be specific when telling us what your request is.

**IX. Children's Privacy**

Under the DPDP Act, a child is anyone under 18. Our User Agreement permits a child to use the Services only with the verifiable consent of a parent or lawful guardian, and we do not knowingly process the personal data of a child without that consent (section 9 of the DPDP Act). Protecting the privacy of children is very important to us. If we learn that we hold a child's personal data without that consent, we will take steps to remove it from our databases as required by law. By using the Expertie Site or

Services, you are representing that you are at least 18 years old, or that your parent or lawful guardian has given verifiable consent to your use of the website and any Services offered by us. Please contact us at support@expertie.com if you believe we have inadvertently collected personal information from a child under 18 without proper consent.

**X. Changes to this Privacy Policy and Effective Date**

We may make changes to this Privacy Policy at any time and for any reason, including our business reasons or in order to comply with changing privacy laws. Unless otherwise provided by applicable law, any changes that we make to this Policy will be published on our Site and will become effective upon publication. Your continued use of the Services or the Site will constitute your acceptance of any such changes to the fullest extent permitted by law. You are encouraged to review this Policy from time to time, to make sure you are current with our privacy practices.

***The Effective Date of this Privacy Policy is: August 10, 2026***

## NOTICE UNDER THE DIGITAL PERSONAL DATA PROTECTION ACT, 2023 –

**The DPDP Act sets out how your digital personal data may be collected and used, and what rights you have. Except as explicitly stated in this Policy, the following terms supplement our Privacy Policy and explain how we process personal data under the DPDP Act.** This section does not apply to personal information we collect from employees and other personnel including independent contractors, or job applicants. As used in this section, “personal information” means “personal data” as defined in the DPDP Act. For clarity, the DPDP Act does not apply to personal data that you have made, or caused to be made, publicly available (section 3(c)(ii) of the DPDP Act).

The following sets forth the categories of information we collect and purposes for which we may use your personal information collected by us:

***Categories of Personal Information We Collect About You:***

Throughout this Privacy Policy, we discuss in detail the specific pieces of personal information and sensitive personal information we collect, the sources of that information, and how we disclose it. Section 5 of the DPDP Act also provides that we tell you the personal data we process and the purpose for which we process it, how you may withdraw your consent and use our grievance redressal process, and how you may make a complaint to the Data Protection Board of India. Please see the

following chart for the rest of this information, which is also described throughout this Privacy Policy:

| **Category of Personal Information Collected** | **Purpose of Collection** | **Categories of Recipient** |
|---|---|---|
| Identifiers, such as your name, alias, postal address, phone number, email address | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Commercial Information, such as transactions you've made with us | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Financial information, such as payment information collected by our payment processors | Provide the Services; analyze and improve the Services; legal and safety purposes | Vendors; affiliates; entities for legal and fraud prevention |
| Protected classification characteristics, such as race, ethnicity, and marital status | Provide the Services; analyze and improve the Services; legal and safety purposes; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Internet or other network or device activity, such as IP address, browsing or search history, app usage | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| General location information | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |

| Category of Personal Information Collected | Purpose of Collection | Categories of Recipient |
|---|---|---|
| Professional or employment related information | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Education information | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Audio and visual information, such as audio and video communications | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Account log-in credentials, such as your username and password for your account | Provide the Services; legal and safety purposes; business transfers | Vendors; affiliates; entities for legal and fraud prevention |
| Other sensitive personal information you may provide us, such as religious beliefs or ethnicity | Provide the Services; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Other information you provide us, such as in your account profile or in communications with us | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |
| Non-sensitive inferences drawn from the information we collect | Provide the Services; analyze and improve the Services; advertising and marketing; legal and safety purposes; business transfers; as authorized by you | Vendors; affiliates; entities for legal and fraud prevention; as directed by you |

***Disclosure of Personal Information***

We disclose the categories of personal information listed in the chart above to the categories of recipients listed there, and as described in Section III above. We do not knowingly process the personal data of a child (anyone under 18) without the verifiable consent of a parent or lawful guardian, as section 9 of the DPDP Act provides.

***Categories of Sources from Which We Collected Personal Information***

The sources from which we may have collected personal information about you are:

- Directly from you;
- From other sources (such as from third parties and/or business partners);
- Through your use of the Services; and

and as described in more detail in the Information We Collect and Obtain here.

***Your Rights Under the DPDP Act***

Erasure When the Purpose Is Served. Unless the law requires us to keep it, we erase your personal data when you withdraw your consent or as soon as it is reasonable to assume that the purpose for which it was collected is no longer being served, whichever is earlier, and we have our Data Processors erase it too (section 8(7) of the DPDP Act). To ask us to erase your personal data, please visit here.

Other DPDP Act Rights. You can make requests about your personal data as set forth in the Your Rights and Choices section above, by emailing support@expertie.com or our Grievance Officer at grievance@expertie.com, and you may nominate another individual to exercise your rights in the event of your death or incapacity (section 14 of the DPDP Act).

You may request information about our compliance with the DPDP Act by emailing us at *dpdp@expertie.com*. Any such request must include your name, email address and a clear description of the request.

***Retention of Personal Information Collected About You***

Please see the section above on "How long we keep information about you."

***Do Not Track Disclosure***. We currently do not respond to "Do Not Track" signals. Please note that Do Not Track is a different privacy mechanism than the Global Privacy Control browser choice referenced above.

## PRIOR VERSIONS

**Expertie Privacy Policy_v1 (January 2025) Download the PDF**

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