

02. Global Privacy Policy

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1. Introduction

Rajasthan ILD Skills University (RUJ-BSDU) is committed to protecting your personal data and respecting your privacy. This Privacy Policy complies with:

- EU General Data Protection Regulation (GDPR)
- India's Digital Personal Data Protection Act, 2023 (DPDP Act)
- California Consumer Privacy Act (CCPA/CPRA)
- Brazil's Lei Geral de Proteção de Dados (LGPD)
- China's Personal Information Protection Law (PIPL)

This policy applies to all students, applicants, staff, partners, and visitors of **ruj-bsdu.in** and related services.

2. What personal data do we collect?

We may collect and process the following data categories:

- **Identity Data:** Name, date of birth, nationality, government-issued ID numbers
- **Contact Data:** Address, email, phone numbers
- **Academic Data:** Enrollment details, course participation, grades
- **Financial Data:** Bank account details, payment information
- **Technical Data:** IP address, device and browser data, cookies (see Cookie Policy)
- **Media Data:** Photos and videos from events, webinars, workshops
- **Sensitive Data:** Health or biometric data (only if required for academic or security purposes)

Purpose	Legal Basis (EU – GDPR)	Legal Basis (India – DPDP Act)
Enrollment and academic administration	Article 6(1)(b) – Contract performance	Necessary for education
Communication (emails, notifications)	Article 6(1)(f) – Legitimate interest	Consent
Marketing and newsletters	Article 6(1)(a) – Explicit consent	Explicit consent
Event photography and video	Article 6(1)(a) – Explicit consent	Explicit consent
Sharing data with partners/service providers	Article 6(1)(b) – Contractual necessity	Necessary for services or explicit consent
Legal compliance	Article 6(1)(c) – Legal obligation	Legal obligation
Processing sensitive data	Article 9(2)(a) – Explicit consent	Explicit consent

4. Data sharing and international transfers

We may share personal data with:

- Partner institutions and accreditation bodies
- IT service providers and cloud platforms
- Government authorities where legally required

Cross-border transfers:

Your data may be transferred to countries including the EU, India, USA, and others.

We ensure adequate protection through:

- **EU Standard Contractual Clauses (SCCs)**
- **DPDP-compliant contracts**
- **Separate explicit consent** for transfers to countries without adequate protection (e.g. China)

5. Your rights

Under the GDPR (EU)

- Right to access, rectify, erase, or restrict your data
- Right to data portability
- Right to object to processing
- Right to withdraw consent at any time
- Right to lodge a complaint with a data protection authority

Under the DPDP Act (India)

- Right to information and access
- Right to correction and erasure
- Right to withdraw consent
- Right to appoint a Data Principal Representative

Under the CCPA/CPRA (California)

- Right to know what data is collected
- Right to delete personal data
- Right to opt out of sale or sharing of data
- Permanent footer link: **"Do Not Sell or Share My Personal Information"**

Under the PIPL (China)

- Right to explicit consent for international data transfers
- Right to access and minimize processing of your personal data

6. Data retention

We retain personal data only as long as necessary for the purposes outlined in this policy and to meet legal obligations.

7. Cookies and tracking technologies

We use cookies and similar technologies to improve user experience.

Non-essential cookies (e.g., analytics, marketing) are only used with your **explicit opt-in consent**.

For more details, please see our **[Cookie Policy]**.

8. Photography and video recordings

We obtain explicit consent before recording participants at physical or digital events. You may withdraw your consent at any time by contacting us.

9. Contact details

Data Protection Officer (DPO)

Mr. Ajay Sahu

Rajasthan ILD Skills University (RUJ-BSDU)

Email: info@ruj-bsdu.in

Phone: +91-141 6655440/41

10. Changes to this policy

We may update this policy from time to time to reflect legal or operational changes. The current version will always be available at **ruj-bsdu.in**.

Required Footer Links for Full Compliance

- "Change Cookie Settings" (links to consent management tool)
- "Do Not Sell or Share My Personal Information" (required for California users)