

1. Introduction

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

- **EU General Data Protection Regulation (GDPR)**
- **India's Digital Personal Data Protection Act (DPDP Act, 2023)**
- **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 students, applicants, staff, partners, and visitors to **bsduskills.edu.in**.

2. What personal data do we collect?

We may process the following categories of data:

- **Identity Data:** Name, date of birth, nationality, government-issued ID documents
- **Contact Data:** Address, email address, phone number
- **Academic Data:** Enrollment details, course participation, grades, certifications
- **Financial Data:** Bank details, payment information
- **Technical Data:** IP address, browser type, device data, cookies (see Cookie Policy)
- **Media Data:** Photos/videos from events (only with explicit consent)
- **Sensitive Data:** Health information, biometric data (only if necessary and with explicit consent)

3. Purposes and legal bases for processing

Purpose	Legal Basis (GDPR – EU)	Legal Basis (DPDP Act – India)
Academic administration and enrollment	Art. 6(1)(b) – Contract performance	Necessary for education
Communication (emails, notifications)	Art. 6(1)(f) – Legitimate interests	Consent
Marketing and newsletters	Art. 6(1)(a) – Explicit consent	Explicit consent
Event photography and video recordings	Art. 6(1)(a) – Explicit consent	Explicit consent
Data sharing with partners/service providers	Art. 6(1)(b) – Contract performance	Necessary or explicit consent
Legal obligations	Art. 6(1)(c) – Legal obligation	Legal obligation
Processing sensitive data	Art. 9(2)(a) – Explicit consent	Explicit consent

4. Cookies and tracking technologies

We use cookies and similar technologies to:

- Ensure secure and functional operation of our website
- Store your preferences
- Analyze website usage and improve performance
- Provide personalized advertising and social media features
- Cookie categories (aligned with the Cookie Policy):
- Essential Cookies: Required for basic site functions
- Preference Cookies: Store language and preference settings
- Statistics Cookies: Help us understand website usage
- Marketing Cookies: Enable personalized ads and social media integration
- Non-essential cookies are only activated with your explicit consent.
For details, see our [Cookie Policy].

5. Cookies and tracking technologies

We may share your data with:

- Partner universities and accreditation bodies
- IT service providers and cloud platforms
- Government authorities where required by law

International transfers:

Your data may be processed in countries outside your residence (EU, India, USA, etc.).

We protect such transfers through:

- **EU Standard Contractual Clauses (SCCs)**
- **DPDP-compliant agreements**
- **Explicit consent for transfers to countries without adequate protection (e.g., China)**

6. Profiling and automated decision-making

We do not engage in profiling or automated decision-making that produces legal effects concerning you, unless required by law or done with your explicit consent.

7. Your rights

Under GDPR (EU):

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

Under DPDP Act (India):

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

Under CCPA/CPRA (California):

- Right to know, delete, and opt out of sale/sharing of personal data
- Footer link: **“Do Not Sell or Share My Personal Information”**

Under PIPL (China):

- Explicit consent required for international transfers
- Right to minimize processing and request deletion

8. Data retention

We retain personal data only as long as necessary for the stated purposes or as required by applicable laws.

9. Technical and organizational measures

We implement security measures, including encryption, access controls, and regular security audits, to protect your data.

10. Contact**Data Protection Officer (DPO)**

Mr. Ajay Sahu

Rajasthan ILD Skills University (RUJ-BSDU)

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11. Updates to this policy

We review and update this Privacy Policy regularly. The latest version is always available at **bsduskills.edu.in**