

## DATA PRIVACY POLICY

Your data and personal information are crucial to us. This privacy policy explains how Elimu Holdings Limited's online platforms process data provided by its clients. This statement should be read together with the Terms and Conditions of use for all Elimu products and services. Where there is a conflict, this policy shall prevail. This policy applies to all our customers, agents, resellers or affiliate marketers.

### Definitions

#### References to "you" means

- **Customer** - the person who subscribes to, uses or purchases any of our products and services or accesses our websites.
- **Any agent** - dealer and/or merchants who has signed an agreement with us and is recognised as a merchant or agent in accordance with any applicable laws or regulations.
- **Any visitor** - that is a person (a teacher, student, parents, agents or affiliate marketers) or anyone who gains access to any of our websites
- **References "Data" means**  
As defined in General Data Protection Regulation (GDPR) and the Data Protection Act

2018 to include telephone number, email address and purchase details.

### 1) PolicyStatement

Elimu Holdings Limited was started in 2008 to dedicate efforts in developing education technology for all learning institutions in Kenya. Today, we run a large education network comprising of school websites, education content, bulk SMS communication, education marketing and others. Elimu works with over 1,000 schools from across the country and provides these various integrated technology services.

The Company is committed to the highest standards of honesty, openness and accountability. It aims to ensure that it operates in a responsible manner, taking into account ethical business standards set out by the Ministry of Education. It recognises that every individual has an important role in helping to achieve these standards. The purpose of this Policy is therefore to assist and enable sufficient service delivery to our customer's.

### 2) Collection and Use of Personal Information

This Privacy policy provides for your rights as a data subject and for information on how we collect, use, process, share and protect your personal data.

### 3) What information do we collect?

Our interaction with you enables us obtain personal data i.e. telephone number, email address, name and purchase details. This includes data obtained in creating websites for schools.

We obtain personal information about you if you choose to provide it – for example, to contact mailboxes or to register for certain services. In some cases, you will have previously provided your personal information to Elimu Holdings (if, for example, you are a former customer).

When you register or submit personal information to Elimu Holdings we will use this information in the manner outlined in this Policy Statement. Your personal information is not used for other purposes, unless we obtain your permission, or unless otherwise required or permitted by law or professional standards. For example, if you register to an Elimu website and provide information about your preferences, we will use this information solely for your transactions.

In some cases where you have registered for certain services, we will store your email address temporarily until we receive confirmation of the information you provided via an email (i.e. where we send an email to the email address provided as part of your registration to confirm a subscription request).

We do not on-board minors (any person under 18 years of age) except where you additionally register on their behalf as their parent and/ or legal guardian. If you allow a child to use our services, you should be aware that their personal information could be collected as described in this statement.

### 4) The Legal Grounds we have to use your Personal Information

Elimu Holdings generally collects only the personal information necessary to fulfil your request. Where additional, optional information is sought, you will be notified of this at the point of collection.

The applicable laws allow us to process personal information, so long as we have a ground under the law to do so. They also require us to tell you what those grounds are. As a result, when we process your personal information, we will rely on one of the following processing conditions:

- Performance of a contract: this is when the processing of your personal information is necessary in order to perform our obligations under a contract;
- Legal obligation: this is when we are required to process your personal information in order to comply with a legal obligation, such as keeping records for tax purposes or providing information to a public body or law enforcement agency;

- Legitimate interests: we will process information about you where it is in our legitimate interest in running a lawful business to do so in order to further that business, so long as it does not outweigh your interests; or

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- Your consent: in some cases, we will ask you for specific permission to process some of your personal information, and we will only process your personal

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information in this way if you agree to us doing so. You may withdraw your consent at any time by contacting Elimu Holdings Limited at [www.elimuholdings.co.ke](http://www.elimuholdings.co.ke)

Examples of the 'legitimate interests' referred to above are:

- To offer information and/or services to individuals who visit our website.
- To prevent fraud or criminal activity and to safeguard our IT systems.
- To customize individuals' online experience and improve the performance usability and effectiveness of Elimu online presence.
- To conduct, and to analyse, our marketing activities.
- To meet our corporate and social responsibility obligations.
- To exercise our fundamental rights including our freedom to conduct a business and right to property.

## 5. Use of Information

We may use and analyse your information for the following purposes:

- Processing products and services that you have bought from Elimu Holdings' websites or from third parties on our ecommerce platforms;
- Billing you for using our or third-party products or services requested by our customers
- Responding to any of your queries or concerns;
- Keeping you informed generally about new products and services and contacting

you with offers or promotions based on how you use our or third-party products and services unless you opt out of receiving such marketing messages (you may contact Elimu at any time to opt out of receiving marketing messages);

- to comply with any legal, governmental or regulatory requirement or for use by our lawyers in connection with any legal proceedings;
- In business practices including to quality control, training and ensuring effective systems operations;

- To understand how you use our network, products and services for purposes of developing or improving products and services;
- For research, statistical, survey and other scientific or business purposes;
- Provide aggregated data (which do not contain any information which may

identify you as an individual) to third parties for research and scientific purpose;

- Administer any of our online platforms/websites.

## 6. Lawful Basis for processing your information

We will process your personal information based on any of the lawful basis provided for under the Data Protection Law.

- The performance of a Product/Service Agreement with you;
  - Elimu's legitimate business interests;
  - Compliance with a mandatory legal obligation;
  - Consent you provide;
  - Public interest;
- Your vital interest.

## 7. Retention of Information

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, the need to comply with our internal policy and the applicable legal, regulatory, tax, accounting or other requirements.

## 8. Disclosure of information

Any disclosure of your information shall be in accordance with applicable law and regulations. Elimu shall assess and review each application for information and may decline to grant such information to the requesting party.

## 9. Grounds for disclosure of if information

We may disclose your information to our subsidiaries, associates, partners, software developers or agents who are involved in delivering Elimu products and services you order or use; Survey agencies that conduct surveys on behalf of Elimu;

We shall not release any information to any individual or entity that is acting beyond its legal mandate. We will get your express consent before we share your personal data with any third party for direct marketing purposes.

## 10. Direct Marketing

You may be required to opt in or give any other form of explicit consent before receiving marketing messages from us.

You can ask us to stop sending you marketing messages at any time by writing to us or logging into our website, [www.elimuholdings.co.ke](http://www.elimuholdings.co.ke) checking or unchecking relevant boxes to adjust your marketing preferences or by following the opt out links on any marketing message sent to you or by attending to us or contacting us at any time through the provided contacts.

## 11. Safeguarding and Protection of Information

Elimu has put in place technical and operational measures to protect your information from unauthorised access, accidental loss or destruction.

## 12. Your Rights

Subject to legal and contractual exceptions, you have rights under data protection laws in relation to your personal data. These are listed below:

- Right to be informed that we are collecting personal data about you;
- Right to access personal data that we hold about you and request for information about how we process it;
- Right to request that we correct your personal data where it is inaccurate or incomplete;
- Right to request that we erase your personal data noting that we may continue to retain your information if obligated by the law or entitled to do so;
- Right to object and withdraw your consent to processing of your personal data.
- We may continue to process if we have a legitimate or legal reason to do so;
- Right to request restricted processing of your personal data noting that we may be entitled or legally obligated to continue processing your data and refuse your request;
- Right to request transfer of your personal data in [an electronic format].
- If you wish to exercise any of the rights set out above, please contact us on

[www.elimuholdings.co.ke](http://www.elimuholdings.co.ke)

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within reasonable time. Occasionally it could take us longer if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### 13. How to Contact Us

If you would like to contact us on any topics in this privacy policy, you can email us on [www.elimuholdings.co.ke](http://www.elimuholdings.co.ke) or submit a request via our digital platforms.

Our contact details as a Data Controller are as follows:

Elimu Holdings Limited

7<sup>th</sup> Floor, The Address  
Muthangari Drive, Lavington, Nairobi  
Tel +254 700 663 000

Email: [admin@elimu.co.ke](mailto:admin@elimu.co.ke)

Website: [www.elimuholdings.co.ke](http://www.elimuholdings.co.ke)

### 14. Right to Lodge Complaint

You have the right to lodge a complaint with the relevant supervisory authority that is tasked with personal data protection within the Republic of Kenya

### 15. Non-Compliance with this Policy

Elimu shall have the right to terminate any agreement with you for failure to comply with the provisions of this policy and reject any application for information contrary to this statement.

### 16. Amendments to this Policy

Elimu reserves the right to amend or modify this policy at any time. If Elimu amends this policy, you can access the most current version of the privacy policy so that you will always know how your personal information is being used or shared. Any amendment or modification to this policy will take effect from the date of notification on all Elimu websites.

Policy Effective Date

24th of February, 2021