

Privacy Policy for MakeMyCareer.AI

Wings2Aspirations Startup India Pvt Ltd (the "Company," "we," "us," or "our") operates **MakeMyCareer.AI** (the "Service"). We are committed to protecting your personal data and privacy.

This Privacy Policy explains what data we collect, why we collect it, how we use it, and your rights concerning your personal information.

1. Information Collection and The Data Principal

We collect data from you directly when you use our Service. The person whose data we collect (the user) is referred to as the "**Data Principal**" (as per the DPDP Act) or "**Data Subject**" (as per GDPR).

A. Data You Provide Directly to Us

Category of	Specific Data Points Collected	Purpose/Usage
Contact &	Email address, Age, Gender, Location (City/State), Institute Name (School/	Account creation, Personalized guidance, Targeted communications.
Academic &	Grade/Class, Subjects studied, Performance/Marks, Career Interests,	Core purpose: To power our AI models for accurate, personalized career
Chat Conversations	All messages exchanged with the AI Counselor.	To refine the quality of AI guidance and improve service accuracy.

B. Data Collected Automatically

Category of	Specific Data Points Collected	Tool Used
Payment	Transaction details (time, amount).	Razorpay (We DO NOT store your credit card or sensitive payment details. Razorpay handles
Usage Analyti	IP address, browser type, pages viewed, time spent,	Azure Application Insights

2. Legal Basis and How We Use Your Data

We use your personal data only for the specific purposes we have described and when we have a **lawful basis** to do so. Our primary lawful basis is **Consent** and **Legitimate Interest** to provide the Service.

Purpose	Description	Legal Basis (DPDP/GDPR)
AI-Powered Recommendation	Processing your academic info, interests, and chat history to generate personalized career and university suggestions.	Consent: Necessary to fulfill the specific service requested by you.
Personalized Service	Using location and institute data to contextualize recommendations and	Legitimate Interest: To provide a highly relevant and effective
Service Improvement	Analyzing anonymized usage data (via Azure Application Insights) to fix bugs and	Legitimate Interest: To ensure the Service is secure, functional,
Communication	Sending important Service updates, promotional content, or educational emails	Consent/Legitimate Interest: Where promotional, you can
Payment Processing	Sending transaction details to our payment partner.	Contractual Necessity: Required to process your one-

3. Data Storage, Security, and Processing

A. Data Security

We prioritize the security of your data. We implement reasonable security safeguards, including:

- **Encryption:** Your personal data is stored in **Microsoft Azure** data centers, which utilize industry-standard security measures, including **encryption at rest and in transit**.
- **Access Control:** Access to your personal data by our employees is restricted on a strict "need-to-know" basis.
- **Payment Security:** We use **Razorpay**, a **PCI DSS Level 1 compliant** payment gateway. This means we never see or store your sensitive financial data (like card numbers or CVVs) on our servers.

B. International Data Transfers

Your data may be processed and stored on **Azure data centers** which may be located outside of India (e.g., in other regions used by Microsoft Azure). We ensure that any such international transfers comply with the DPDP Act and GDPR requirements by relying on appropriate safeguards (such as Standard Contractual Clauses, where applicable).

4. Third-Party Sharing and Data Processors

We share your data only when necessary to operate the Service, for lawful purposes, and subject to strict data processing agreements.

Third-Party	Purpose of Sharing	Data Shared	Security Note
Azure OpenAI	To generate AI career advice and	Academic info, career interests, chat text.	Data is processed according to Azure's strict
Razorpay	Payment processing.	Transaction amount, date, and basic billing details.	PCI DSS Level 1 compliant; DOES NOT share card
SendGrid	Sending official emails and	Email address.	Used solely for necessary and consented
Google Maps API	To display location-based	Location (City/State) input by you.	Used only to serve map/location-based content on
Azure Application	Usage analytics and crash reporting.	Anonymized usage metrics, IP address (for general location), device details.	Data is used in aggregated, non-identifiable form for service improvement.

5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies (like web beacons) to:

- **Ensure Functionality:** Remember your login state and preferences.
- **Analyze Usage:** Understand how you use the Application (via Azure Application Insights) to improve its design and performance.

You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, some parts of the Service may become inaccessible or not function properly.

6. User Rights (Data Principal Rights)

As a Data Principal, you have control over your data. You may exercise the following rights by contacting us using the information in Section 11.

Right (DPDP Act)	What it means for you
Right to Access	You can ask us for a copy of the personal data we hold about you.
Right to Correction/	You can ask us to correct or complete any inaccurate or incomplete personal data we hold about you.
Right to Deletion/ Erasure	You can request that we delete your personal data (the "right to be forgotten"), subject to any legal obligations to retain records.
Right to Data Portability	You can request to receive your personal data in a structured, machine-readable format.
Right to Withdraw	You have the right to withdraw your consent at any time. This will not affect the lawfulness of processing before the withdrawal.

7. Children's Privacy

Our Service is targeted at students aged **14 and above**. However, under Indian law, the age of consent for data processing is generally **18**.

- If you are under **18** years of age, you confirm that you have obtained **verifiable consent from your parent or legal guardian** to use the Service and agree to these Terms and Privacy Policy.
- We make reasonable efforts to verify that the parent or guardian has provided consent for minors under **18**.
- If we become aware that we have collected personal data from a child under **14** without verifiable parental consent, we will take steps to delete that information promptly.

8. Data Retention

We will retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including for satisfying any legal, accounting, or reporting requirements.

- We generally keep your data for the duration of your active account and for a period of **three (3) years** after your last interaction or account closure, in line with

emerging Indian data retention principles, unless a longer period is required by law or a valid legal request.

- Upon request for deletion, we will anonymize or erase your data, unless required to retain it for compliance purposes.

9. Policy Changes

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the new policy on this page and updating the "Last Updated" date. We encourage you to review this policy periodically.

10. Contact for Privacy Concerns

If you have any questions, concerns, or requests regarding this Privacy Policy or your data rights, please contact us:

Support@MakeMyCareer.AI

We commit to addressing your concerns promptly and within the legally mandated time frames.