

Privacy Policy for The Merchant Academy

The Merchant Academy values your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our learning management system services. By accessing or using our services, you agree to the terms of this Privacy Policy.

1. Information We Collect

1.1 Personal Information

We may collect personal information that you provide directly to us when you sign up for our services, such as:

- Full name
- Email address
- Country or City of Origin
- Payment information (for subscription purposes)
- Any other information you voluntarily provide us (e.g., feedback, survey responses)

1.2 Non-Personal Information

We may collect non-personal information automatically when you use our services, such as:

- Browser type
- Operating system
- Device used (laptop/tablet etc)
- Usage data (e.g., pages viewed, time spent on the platform)
- Should a user/users subscribe via an employer then the employer will have access to the profile of the user/users employed by the business or person paying for the subscription on behalf of the user.

2. How We Use Your Information

We use the information we collect for various purposes, including:

- To provide, operate, and maintain our services
- To process your subscription payments
- To communicate with you about your account, subscriptions, and updates

- To improve our services based on user feedback and usage patterns
- To comply with legal obligations and protect our legal rights

3. Sharing Your Information

We do not sell your personal information to third parties. However, we may share your information in the following situations:

- **Service Providers:** We may share your information with third-party service providers who perform services on our behalf, such as payment processing and hosting services.
- **Recruitment:** We may share your information with third-party recruitment agencies or companies. However, we will contact users directly for approval of using their Merchant Academy Profile before we share this with any third parties in this regard.

4. Your Rights and Choices

You have certain rights regarding your personal information, including:

- **Access and Correction:** You can access and update your personal information through your account settings.
- **Opt-Out:** You can opt out of receiving promotional communications from us by following the unsubscribe instructions in those communications.

5. Data Security

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, use, or disclosure. However, no internet or email transmission is ever fully secure or error-free, so please take special care in creating and sharing your username and password.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website and updating the "Effective Date" at the top of this page. We encourage you to review this Privacy Policy periodically.

8. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

info@merchantacademyclub.com

By using our services, you acknowledge that you have read and understood this Privacy Policy.