



# Kumaraguru College of Technology – Privacy Policy

**Effective Date:** July 10, 2025

## 1. Introduction

Kumaraguru College of Technology ("KCT", "we", "our", "us") is committed to protecting the privacy and security of your personal information. This privacy policy outlines how we collect, use, and protect your information when you access our website or engage with our services.

## 2. Information We Collect

We collect the following types of information:

- **Personal Information:** Name, email address, phone number, and other contact details when you register on our site, fill out forms, or contact us.
- **Usage Data:** IP address, browser type, device information, pages visited, time spent on the site, and referring URLs.
- **Cookies:** Small files stored on your device to improve site functionality and analytics.

## 3. Use of Information

We use your information to:

- Respond to your inquiries and requests
- Provide academic and institutional updates
- Improve our website and services
- Send promotional messages, if consented
- Fulfill legal and regulatory obligations

## 4. Voluntary Information & Communication Consent

When you voluntarily send us an email or fill out a form on our website, we maintain a record of the information you provide to respond effectively.

You may be asked to enter details such as your **name, email address, and phone number**. Visiting our website anonymously is also permitted.

By submitting your contact information voluntarily, you expressly authorize Kumaraguru College of Technology and its representatives to **contact you via phone, SMS, email, or WhatsApp** about academic programs, offers, and events—even if your number is registered under **Do Not Disturb (DND)**. This consent remains valid unless formally withdrawn in writing.

## 5. Data Sharing and Disclosure

We do not sell, trade, or rent your personal information to others. We may share your data with:

- Authorized service providers who support our operations
- Legal authorities if required by law



- Successors in case of a merger or institutional change

## **6. Data Retention**

We retain your personal data only as long as necessary to fulfill the purposes outlined in this policy, or as required by applicable laws.

## **7. Your Rights**

You have the right to:

- Access and review your personal data
- Request correction or deletion of inaccurate data
- Withdraw consent for communication
- Opt out of promotional messages

## **8. Cookies and Tracking Technologies**

We use cookies and similar technologies to:

- Enhance user experience
- Track website performance and analytics You may disable cookies in your browser settings, though some features may become unavailable.

## **9. Data Security**

We use reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, use, or disclosure. However, no internet-based platform is completely secure.

## **10. Third-party Links**

Our website may contain links to external websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies independently.

## **11. Children's Privacy**

Our services are not intended for individuals under the age of 13. We do not knowingly collect personal data from minors.

## **12. Changes to This Policy**

We may update this policy from time to time. Changes will be posted on this page with a revised effective date. Continued use of our services implies acceptance of the revised policy.

## **13. Contact Us**

For any questions or concerns about this privacy policy, please contact:

### **Kumaraguru College of Technology**

Saravanampatti, Coimbatore – 641049, Tamil Nadu, India

Phone: +91 422 2661100

Email: info@kct.ac.in