



# Mahavir Education Trust's **Shah & Anchor Kutchhi Engineering College**

Autonomous Institute Affiliated to University of Mumbai  
Bestowed with the University of Mumbai's Best College Honor A.Y. 2024-25  
[www.sakec.ac.in](http://www.sakec.ac.in)

## **Privacy Policy**

### **Mahavir Education Trust's**

### **Shah and Anchor Kutchhi Engineering College, Chembur, Mumbai**

Mahavir Education Trust's Shah and Anchor Kutchhi Engineering College ("the Institute", "we", "us", or "our") is committed to protecting the privacy and personal information of students, parents, alumni, staff, visitors, and all users of our website and digital platforms.

This Privacy Policy explains how we collect, use, disclose, store, and safeguard information collected through our website and other online and offline data collection channels.

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### **1. Scope of This Privacy Policy**

This Privacy Policy applies to information collected through:

- The official institute website
- Online admission and inquiry forms
- Contact, registration, and feedback forms
- Digital marketing campaigns and lead generation forms (including Meta platforms such as Facebook and Instagram)
- Student, alumni, and staff portals
- Email communications, phone calls, and offline interactions

By accessing or using our services, you agree to the terms of this Privacy Policy.

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### **2. Information We Collect**

We may collect the following types of information:

#### **a) Personal Information**

- Name, date of birth, gender, Email address, phone number, postal address
- Educational qualifications and academic records
- Identity details as required for admission or verification



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#### **b) Technical and Usage Information**

- IP address
- Browser type, device type, and operating system
- Website usage data, pages visited, and interaction logs

#### **c) Information from Marketing and Advertisement Platforms**

- Information voluntarily submitted through lead generation forms on platforms such as **Meta (Facebook/Instagram)**
  - Campaign-related data provided by users during digital promotions
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### **3. Purpose of Data Collection**

The information collected is used for the following purposes:

- Processing admissions, inquiries, registrations, and applications
  - Communicating academic, administrative, and institutional information
  - Managing student, alumni, and staff records
  - Conducting outreach, awareness, and promotional activities
  - Improving website functionality and user experience
  - Complying with legal, regulatory, and institutional requirements
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### **4. Legal Basis for Processing Information**

We process personal data based on one or more of the following:

- Consent provided by the user
  - Performance of institutional and educational obligations
  - Compliance with legal and regulatory requirements
  - Legitimate interests of the Institute, such as communication and outreach
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## **5. Data Sharing and Disclosure**

The Institute does **not sell or rent personal information** to third parties.

Information may be shared only:

- With authorized service providers for website hosting, email services, or digital campaigns, strictly for institutional purposes
- When required by law, court order, or government authority
- With internal departments on a need-to-know basis

All third parties engaged by the Institute are expected to follow appropriate data protection practices.

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## **6. Data Security Measures**

We take reasonable technical and organizational measures to protect personal data from:

- Unauthorized access
- Loss, misuse, or alteration
- Accidental disclosure

These measures include secure servers, access controls, and periodic system reviews. However, no method of data transmission over the internet is completely secure.

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## **7. Data Retention**

Personal information is retained only for as long as necessary to fulfill the purposes for which it was collected or as required by applicable laws and regulations. Data no longer required is securely deleted or anonymized.

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## 8. User Rights

Users have the right to:

- Access their personal data
- Request correction of inaccurate or incomplete data
- Withdraw consent where applicable
- Request deletion of personal information, subject to legal and institutional obligations

Requests can be made using the contact details provided below.

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## 9. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to:

- Enhance user experience
- Analyze website traffic
- Support digital marketing and advertising activities

Users may disable cookies through their browser settings; however, some website features may not function properly.

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## 10. Third-Party Links

The Institute website may contain links to external websites. We are not responsible for the privacy practices or content of such third-party sites. Users are encouraged to review their privacy policies separately.

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## 11. Privacy of Minors

Information relating to students below the age of 18 is collected with the consent of parents or legal guardians and is handled with enhanced care and confidentiality.

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

The Institute reserves the right to update or modify this Privacy Policy at any time. Changes will be posted on the website, and continued use of the website constitutes acceptance of the revised policy.

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## **13. Contact Information**

For any questions, concerns, or requests related to this Privacy Policy or personal data, please contact:

### **Website Coordinator / Data Protection Officer**

Mahavir Education Trust's  
Shah and Anchor Kutchhi Engineering College  
Chembur, Mumbai – 400088  
Email: [info@sakec.ac.in](mailto:info@sakec.ac.in)  
Phone: **022-25580854 / 9136400555**