

Mavia.ai Privacy Policy

Overview

As the owner and operator of Mavia.ai, Hyperacuity.ai LLC, a US-based organization, is deeply committed to protecting your privacy. We understand the importance of a safe online learning space for all ages. Therefore, we utilize collected information only to improve your experience. This Privacy Policy outlines Hyperacuity.ai's practices regarding the collection, use, disclosure, and protection of your data when you access our educational website at www.mavia.ai, our mobile application, and related online services (collectively, the "Service").

You may contact Hyperacuity.ai with any questions or comments via contact@hyperacuity.ai

Collection of information

We collect information in the following ways, depending on your use of the Service and your account settings:

- We collect information from you directly, such as when you create an account, communicate with us, participate in surveys, or otherwise provide information during your use of the Service.
- We may collect information from others, such as your parent, teacher, or School, or third party applications that you use to connect to the Service.
- We collect some information automatically, such as information about your use of the Service and the devices you use to access the Service. We may use also use cookies to collect information.

Examples of information we may collect includes:

- Account registration information (username, birthdate, and email)
- Information about your browser or device, and general location e.g. state, city, school district
- Information you choose to include in your profile or post in public areas of the Service
- Information you may provide in connection with specific features or special programs
- Non-personal information which may be linked to your personal information, including Information about your use of our Service

Use of information

We use the information collected for the purposes of:

- providing the Service
- personalizing your experience
- communicating with you about your account and our Service (including responding to inquiries and sharing information about new features and offerings that may be of interest)
- enabling your participation in special programs that we may offer in partnerships with third parties (if you choose to participate in such special programs)
- understanding and improving our Service, and developing new or improved educational offerings

We may also use non-personal data elements (such as de-identified, anonymized or aggregated usage information and feedback) for product development, research, analytics and other purposes, including for the purpose of analyzing, improving or marketing our Service, for demonstrating the impact of our Service, or conducting educational research.

Disclosure of information

We take great care to protect the personal information you provide to us. We do not sell your personal information to third parties. This section explains circumstances in which we may disclose personal information with third parties.

We may disclose personal information:

- with other users of our Service, **if you** use features that **enable** you to share your information with (or make it accessible to) others.
- with vendors, consultants and other service providers working on our behalf
- with other users that are associated with your account, such as a parent, teacher or coach.
- with your school, if you are using our Service through your school.
- with your consent (including third party applications that you choose to use, such as complementary services or an Authentication Service e.g. if you're logging in with your Gmail). If you choose to use a third party application or service, the use of your information by the third party will be governed by that party's privacy policy.
- in connection with business transfers (due to mergers and acquisitions).
- for compliance purposes, such as when reasonably necessary to protect the security and safety of our users or Service, or when permitted by law.

We may also disclose **de-identified** or **aggregated** information that does not reasonably identify any individual.

Retention of Personal Information

Our practice is to retain your personal data only for as long as necessary to provide our services to you, including maintaining your account on Mavia.ai. In determining how long we retain your

personal data, we consider how keeping the information will assist the learner (or the school, in the case of school accounts), our legal requirements and other business needs. Our retention periods will vary depending on the type of data involved, but, generally, we consider these factors in determining how long we retain personal data:

- Whether the data is needed to maintain an account on Mavia.ai.
- Whether the data is needed to support an educational purpose.
- Whether we have a contractual requirement to retain the data.
- Whether we have a need to retain data for legitimate business purposes such as for recordkeeping or to prevent fraud or abuse.
- Whether the data is necessary for processing purchases and resolving matters relating to payments or subscriptions.
- Whether our users have the ability to access and delete their data, and
- Whether our users would reasonably expect that we would retain the data until their Mavia.ai account is closed or terminated, or they request deletion.

When we have no ongoing legitimate business need to process your personal Information, our policy is to delete or de-identify the data. We may retain and use de-identified or anonymized data for longer periods for purposes such as product development, educational research, analytics and for demonstrating the impact of our Service.