

# Privacy Policy

## Cintana Privacy Policy

### Introduction

This website is maintained by Cintana Education, LLC (“Cintana”, “we”, “our”) in our role as a partner of Arizona State University (“ASU”). Cintana was founded in partnership with ASU to offer unparalleled educational services tailored to meet the needs of students and potential students currently located outside of the United States. As part of our commitment to providing these services, Cintana will be collecting and processing your Personal Data. However, such Personal Data will be shared simultaneously with ASU as part of our joint effort to offer comprehensive education services. This collaboration ensures that both Cintana and ASU can work together seamlessly to support your educational endeavors. Accordingly, the [Arizona State University Privacy Statement](#), including its [European Union Supplement](#), is hereby incorporated by reference, as applicable.

This Privacy Policy (this “Policy”) is provided to inform you of our practices regarding the collection, use, and disclosure of your personal data through electronic marketing and our website. Cintana respects your privacy and is committed to protecting it through our compliance with this Privacy Policy. By accessing or otherwise using this website, you agree to (1) the terms and conditions of this Privacy Policy, which is incorporated into the Cintana Terms of Use and (2) to Cintana’s collection, use, and disclosure of your information in accordance with this Privacy Policy, where such agreement is permitted by applicable law. Your place of residency may afford you additional rights under the laws of your jurisdiction to access, delete and restrict use of your data, as described in this Privacy Policy.

### Definitions

- **Personal Data:** “Personal Data” means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, academic records, personal preferences and interests, an online identifier, and other educational identifiers.
- **Processing:** “Processing” means any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.
- Other terms used herein shall have the meaning ascribed to them under applicable data protection laws.

### Data Collection and Use

In our efforts to provide valuable information to you about the educational services and programs that might be best suited for you, we collect and use your personal data in several ways. First, we collect your name, phone number, and email address to begin sending your marketing communications. You may volunteer to provide additional categories of personal information listed below to further tailor our efforts to provide with you information regarding educational programs suited for you and to provide you with enrollment advisory services as you begin the process of applying and enrolling at ASU. In sum, we gather the following categories of personal information:

- Name;
- Phone Number,
- Email address;
- Mailing or residential address, including country of residence;
- Areas of academic interest;
- Age or Date of birth;
- Country of citizenship; \*
- Personal demographic information requested on ASU applications, including gender, ethnicity, race;\*
- Educational data, including current and prior institution where you are studying or where previously enrolled, program/major, years of study, transcript data, and anticipated graduation date;\*
- Financial information to determine qualifications for financial aid or scholarships\*

## **Data Storage**

Your Personal Data will be stored on various servers in United States or a server in a country used for the global region in which your current institution is located. Your Personal Data will be securely stored in compliance with legal requirements, as applicable.

## **Cookies**

Our website utilizes cookies and similar technologies to collect information like your IP address, browsing history, and preferences, which assist us in enhancing your online experience by understanding your interests and delivering content suited to you. You can learn more about our cookie practices [\[HERE\]](#).

## **Data Protection and Security**

We will implement appropriate administrative, organizational, technical, and physical measures to ensure a level of security appropriate to the risk, in accordance with applicable data protection laws, to protect Personal Data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to Personal Data transmitted, stored, or otherwise processed.

## **Legal Updates & Compliance**

Our collection, use, processing, and sharing of your Personal Data shall comply with all applicable local, national, and international laws and regulations governing data protection and privacy. This includes, but is not limited to, laws and regulations related to the protection of personal data, electronic communications, and educational records. Accordingly, we may occasionally update this consent form to reflect changes in our practices (exclusive of the ASU Privacy Statement) or legal requirements; if we do, we'll notify you of these updates, providing you the opportunity to withdraw your consent. However, if you do not respond, your silence will be interpreted as continued consent to our updated terms.

## **Data Sharing and Transfer**

We may share your personal data with universities and educational institutions to facilitate the best possible matches based on your preferences, academic background, and career aspirations. Additionally, we collaborate with accreditation bodies to confirm the credibility of potential university matches, scholarship and financial aid organizations, and, where applicable, visa and immigration services to assist in the application process for necessary travel documents. To improve our services and understand student preferences better, we also share limited data with selected marketing and analytics service providers. These providers are meticulously chosen and are contractually obliged to maintain confidentiality, ensuring your personal information is safeguarded in accordance with global privacy regulations.

## **Your Rights**

You have the right to access, correct, delete, or restrict the processing of your personal data. You also have the right to object to processing and the right to data portability. To exercise these rights, please contact us at [privacy.asu@cintana.com].

## **Withdrawal**

You may withdraw your consent at any time by providing written notice to us. You can click the unsubscribe link in any email to be removed from our list. Please note, unsubscribing from our emails does not trigger us to delete your data. If you wish for us to do so, you may also visit our Privacy page to request that your information be deleted. Withdrawal of consent does also not affect the lawfulness of any Personal Data processing that is for the purpose of carrying out an agreement between you and Cintana, or with one of our affiliated institutions.

## **COPPA Disclaimer**

We recognize the particular importance of protecting privacy where children are involved. We do not knowingly collect personal information online from children under the age of 13. If a child under the age of 13 has provided us with personal information

online, we ask that a parent or guardian contact us at the information provided below. We will promptly remove that child's information from our records.

### **Policy Changes**

We reserve the right, at our sole discretion, to change, modify, add, remove, or otherwise revise portions of this Policy at any time. As such, "Last Updated" at the top of this page indicates when this Policy was last revised. Any changes will become effective when we post a revised version of this Policy on the Website. We encourage you to review this Policy periodically to remain informed about our data handling practices. We will notify you via email of any changes prior to them going into effect. You not withdrawing your consent prior to the effective date of any revised Policy means you accept the changes and continue to consent to our Personal Data processing practices.a

### **Contact Us**

If you have any questions or concerns about this Policy or our data handling practices, you may contact us by email at [privacy@cintana.com](mailto:privacy@cintana.com) or by postal mail at:

1130 E University Dr #101, Tempe, AZ 85288, USA