



# iStudy Academy of Excellence

## PRIVACY POLICY

### *Learning Made Fun*

<b>Version:</b>	1.0 — June 2025
<b>Effective Date:</b>	June 2025
<b>Applies To:</b>	All students, parents, guardians, tutors, employees and visitors
<b>Contact:</b>	info@istudyacademy.co.za   071 508 0947

iStudy Academy of Excellence is committed to protecting your privacy and ensuring that your personal information is processed lawfully, transparently, and securely. This policy outlines how we collect, use, store, and protect your personal information.

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## 1. Introduction and Scope

iStudy Academy of Excellence (Pty) Ltd (hereinafter referred to as "iStudy Academy" or "the Academy") is committed to protecting your privacy and ensuring that your personal information is processed lawfully, transparently, and securely, in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA) and all applicable South African data protection legislation.

This Privacy Policy outlines how we collect, process, store, and share your personal information, as well as your rights in relation to your data. It applies to all of the following:

- Students enrolled in any iStudy Academy programme
- Parents and guardians of students, particularly minors
- Applicants and prospective students
- Tutors, academic staff, and employees
- Employment candidates
- Visitors and users of iStudy Academy's website and online platforms
- Any other person who interacts with iStudy Academy and provides personal information

By engaging with iStudy Academy — whether online, in person, or via WhatsApp — you acknowledge that you have read, understood, and agreed to this Privacy Policy.

## 2. Collection and Processing of Personal Information

To administer your enrolment, provide academic and related services, and fulfil our obligations to you, iStudy Academy may collect and process the following categories of personal information:

### 2.1 Identity and Contact Information

- Full name, identity number or passport number
- Date of birth and gender
- Residential and postal address
- Email address and telephone/mobile number
- Emergency contact details

### 2.2 Academic Information

- Previous school, grade level, and academic history
- Subject choices, progress reports, and assessments
- Diagnostic test results and learning style information
- Special educational needs or learning support requirements
- Attendance and engagement records

### 2.3 Financial Information

- Payment details and billing address
- Fee payment history and outstanding balances
- Bank account information (where applicable for direct debit arrangements)

### 2.4 Technical and Usage Information

- Login credentials and Learning Management System (LMS) activity

- Device information, IP address, and browser type
- Pages visited on our website and time spent on our platform
- Communications sent to us via email, WhatsApp, or other channels

**Important:** If you do not provide required personal information, iStudy Academy may be unable to administer your application, process your registration, or provide the relevant academic services.

### 3. Purposes for Processing Personal Information

Your personal information may be processed for purposes directly related to the functions and activities of iStudy Academy, including one or more of the following:

<b>Academic Services</b>	Admissions, enrolment, registration, timetabling, assessments, academic support, and the delivery of homeschooling and tutoring programmes aligned to the CAPS curriculum.
<b>Student Support</b>	Providing specialised support including IEP (Individual Education Plan) customisation, special needs accommodations, catch-up programmes, and pastoral care.
<b>Communication</b>	Communicating important notices, academic updates, invoices, and service-related information to students, parents, and guardians.
<b>Financial Administration</b>	Processing fee payments, issuing invoices, managing payment plans, and collecting overdue amounts where applicable.
<b>Legal and Compliance</b>	Complying with applicable South African legislation, regulatory requirements, and responding to lawful requests from authorities or courts.
<b>Safety and Verification</b>	Verifying the identity of students and guardians, preventing fraud, and maintaining the safety and integrity of our platforms.
<b>Marketing</b>	Sending information about new programmes, services, or promotions that may be of interest to you — with the option to opt out at any time.
<b>Improvement of Services</b>	Analysing anonymised usage data to improve our curriculum, teaching methods, digital platforms, and overall service delivery.

### 4. Consent and Obligations

By enrolling at iStudy Academy, submitting an application, or providing your personal information to us, you consent to the collection and processing of your personal information as described in this policy. Specifically, you consent to:

- iStudy Academy and its authorised representatives processing your personal information for the purposes stated in Section 3 above
- iStudy Academy verifying your academic credentials and qualifications with educational institutions, regulatory bodies, or verification agencies
- iStudy Academy sharing your personal information with trusted third-party service providers engaged to assist in delivering our services

- Being contacted with information about additional academic service offerings, with the right to opt out at any time
- Processing of any health or disability information you voluntarily provide for the purpose of providing appropriate learning accommodations
- Transfer of your personal information in the event of any restructuring, merger, or acquisition of iStudy Academy, subject to equivalent privacy protections

#### 4.1 Your Obligations

You undertake to provide honest, accurate, and current personal information and to update such information as necessary. iStudy Academy accepts no liability for any losses or harm resulting from reliance on inaccurate information provided by you.

#### 4.2 Withdrawal of Consent

You may withdraw your consent at any time by contacting us at [info@istudyacademy.co.za](mailto:info@istudyacademy.co.za). Please note that withdrawal of consent may affect our ability to provide academic services to you. Each request will be considered on a case-by-case basis.

### 5. Personal Information Relating to Minors (Children)

iStudy Academy serves students from Grade R (approximately age 5) through to Grade 12 and adult learners. As a significant portion of our learners are minors, we take additional care and caution when processing personal information relating to children under the age of 18.

iStudy Academy will only process personal information relating to a minor if:

- The processing is carried out with the prior written consent of a parent or legal guardian who is legally competent to act on behalf of the child
- The processing is necessary for the establishment, exercise, or defence of a right or obligation in law
- The processing is for legitimate educational or academic purposes and does not adversely affect the individual privacy of the child

Parents and guardians are responsible for all interactions on behalf of their minor children. By completing the registration process for a child, you confirm that you are the parent or legal guardian and that you consent to the processing of the child's personal information as described in this policy.

### 6. Data Sharing and Security

#### 6.1 Sharing with Third Parties

iStudy Academy may share your personal information with carefully selected third parties only where necessary for service delivery or as required by law. These may include:

- Technology and LMS platform providers (to deliver online learning)
- Payment processing partners (for fee collection and management)
- Academic support providers and subject matter specialists
- Government departments or regulatory bodies (when legally required)
- Professional qualification verification agencies

All third-party operators are required to maintain appropriate security measures and to notify iStudy Academy immediately if there are reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person.

### 6.2 Security Measures

iStudy Academy takes all reasonable technical and organisational measures to protect your personal information from unauthorised access, disclosure, loss, or destruction. These measures include:

- Secure password-protected access to all student and staff systems
- Encrypted transmission of sensitive information
- Regular review and updating of security protocols
- Restricted access to personal information on a need-to-know basis
- Staff training on data protection and privacy obligations

### 6.3 International Transfers

Where personal information is processed outside the borders of South Africa (for example, where we use cloud-based services hosted in other countries), iStudy Academy will ensure that adequate data protection safeguards are in place, equivalent to those required under South African law.

## 7. Your Rights as a Data Subject

In terms of POPIA, you have the following rights regarding your personal information held by iStudy Academy:

<b>Right to Access</b>	You may request confirmation of whether we hold your personal information and request access to that information.
<b>Right to Correction</b>	You may request that inaccurate, incomplete, or outdated personal information be corrected or updated.
<b>Right to Deletion</b>	You may request deletion or destruction of your personal information where iStudy Academy is no longer authorised to process it (note: this may result in suspension of academic services).
<b>Right to Object</b>	You may object to the processing of your personal information, particularly for direct marketing or profiling purposes.
<b>Right to Complain</b>	You have the right to lodge a complaint with the Information Regulator of South Africa if you believe your personal information has been processed contrary to applicable law.

To exercise any of the above rights, please contact our designated Information Officer at [info@istudyacademy.co.za](mailto:info@istudyacademy.co.za). iStudy Academy will verify your identity before processing any data subject access request.

## 8. Direct Marketing

iStudy Academy may occasionally send you information about new programmes, special offers, upcoming events, or services that may be of interest to you or your child. This may be done via email, WhatsApp, or SMS.

You may opt out of direct marketing communications at any time by:

- Replying STOP to any WhatsApp or SMS message
- Clicking the unsubscribe link in any email communication
- Sending an opt-out request to [info@istudyacademy.co.za](mailto:info@istudyacademy.co.za)

Opting out of marketing communications will not affect the delivery of your academic services or administrative communications.

## 9. Automated Processing

iStudy Academy may use technology tools, including artificial intelligence (AI) and learning analytics, to improve the quality and personalisation of academic services. This may include:

- Automated analysis of diagnostic test results to recommend appropriate study plans
- AI-assisted tutoring tools and learning management systems
- Predictive analytics to identify learners who may need additional academic support

Where automated tools are used to make decisions that significantly affect you, you have the right to request human review and to make representations about the outcome. Please contact us at [info@istudyacademy.co.za](mailto:info@istudyacademy.co.za) for more information.

## 10. Data Retention

iStudy Academy will retain your personal information for as long as necessary to fulfil the purposes described in this policy, or as required by law. In general:

<b>Active Student Records</b>	Retained for the full duration of enrolment plus 5 years after the student's last interaction with the Academy.
<b>Financial Records</b>	Retained for a minimum of 5 years in accordance with South African tax and financial record-keeping requirements.
<b>Application Records (Unsuccessful)</b>	Retained for 1 year from the date of the application decision, then securely destroyed.
<b>Marketing Records</b>	Retained until you opt out or withdraw consent.

## 11. Contact and Complaints

If you wish to exercise your data subject rights, have questions about this Privacy Policy, or wish to make a complaint about how we have handled your personal information, please contact us using the details below:

**iStudy Academy of Excellence — Information Officer**

- info@istudyacademy.co.za
- 071 508 0947 | 073 045 2073
- istudyacademy.co.za
- Apply online: [istudyacademy.co.za/apply](https://istudyacademy.co.za/apply)

**Information Regulator (South Africa)**

If you are not satisfied with our response to a complaint, you have the right to lodge a complaint with the Information Regulator of South Africa:

Website: <https://inforegulator.org.za/contact-us/>

Email: [inforeg@justice.gov.za](mailto:inforeg@justice.gov.za)

**12. Declaration and Acceptance**

By completing the iStudy Academy registration or application process, submitting your personal information, or engaging with our services, you confirm that:

- You have read, understood, and agree to this Privacy Policy in its entirety
- The personal information you have provided is true, correct, and complete
- You understand that providing false or incomplete information may result in suspension or cancellation of services
- You consent to the collection, processing, and sharing of your personal information as described in this policy
- You are aware of your rights as a data subject under POPIA and how to exercise them

*This Privacy Policy may be updated from time to time to reflect changes in law, technology, or our services. The most current version will always be available on our website at [istudyacademy.co.za](https://istudyacademy.co.za). Continued use of our services constitutes acceptance of any updates.*