

Privacy Policy

Last Updated: 16/07/2025

At Cambridge Business Association – India website (<https://onecba.org/india/>), we are committed to protecting your privacy and ensuring the security of any personal information you share with us. This Privacy Policy outlines how we collect, use, store, and protect your data, in accordance with applicable laws including the Digital Personal Data Protection Act (DPDPA) 2023 in India and, where applicable, the General Data Protection Regulation (GDPR).

1. Information We Collect

We may collect the following types of personal information:

- **Personal Identification Information:** Name, email address, phone number, organisation name, designation, etc.
- **Technical Information:** IP address, browser type, device information, pages visited, time spent on site.
- **Communication Data:** Information submitted through contact forms, registration pages, or programme inquiries.

2. How We Use Your Information

We may use your personal data for the following purposes:

- To respond to your enquiries or requests
- To register your interest in our programmes or events
- To send relevant updates, newsletters, or promotional material (with your consent)
- To improve our website, campaigns, and user experience
- To comply with applicable legal and regulatory obligations

3. Legal Basis for Processing

We process your data based on one or more of the following legal grounds:

- Your explicit consent
- Fulfilment of contractual or pre-contractual obligations
- Our legitimate business interests (e.g., improving programme outreach)
- Legal compliance

4. Sharing of Information

We do not sell your data. We may share your data only with:

- Authorised CBA partners and academic collaborators
- Third-party service providers supporting our operations (e.g., web hosting, email platforms, analytics)
- Government authorities, as required by law

All third-party processors are contractually bound to maintain strict confidentiality and appropriate data protection standards.

5. Cookies and Tracking

We may use cookies and similar technologies to enhance your experience and analyse website traffic. You may modify your cookie preferences via your browser settings.

6. Data Security

We implement technical and organisational security measures to safeguard your personal data from unauthorised access, alteration, disclosure, or destruction.

7. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes stated above or as required by law.

8. Your Rights

Subject to applicable law, you may have the right to:

- Access, correct, update, or delete your personal data
- Withdraw your consent at any time
- Restrict or object to certain types of processing
- Lodge a complaint with a data protection authority

You may exercise these rights by contacting us at: **cba@onecba.org**

9. Third-Party Links

Our website may contain links to external websites. We are not responsible for the content, privacy practices, or terms of such third-party sites.

10. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please get in touch:

Cambridge Business Association – India

Email: kshitij.kumar@cambridgebusinessassociation.com

Website: <https://onecba.org/india/>

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