Privacy Policy

These Terms and Conditions (“T&C’s” or “Terms & Conditions”) govern your access to and use of the SRM School of Business Studies website, operated by SRM Institute of Science and Technology (SRMIST). This Privacy Policy explains how SRM School of Business Studies collects, uses, stores, and protects the personal information of visitors, prospective students, applicants, and other individuals interacting with our website.

This statement discloses the privacy practices applicable to the website of SRM School of Business Studies, located at SRM Nagar, Kattankulathur – 603 203, Chengalpattu District, Tamil Nadu, India. Any use of the website owned and managed by SRM School of Business Studies shall be construed as your acceptance of this Privacy Policy. If you do not agree with the Privacy Policy stated below, please discontinue using or accessing the website.

What information do we collect?

We collect information from you when you register on our website, subscribe to our newsletter, respond to a survey, submit an enquiry, register for an event, express interest in our academic programmes, or fill out a form. When submitting an enquiry or registering on our website, you may be asked to provide your name, email address, phone number, educational qualifications, professional details, city, or other relevant information.

The information collected by SRM School of Business Studies falls into the following two categories:

1. Information voluntarily supplied by users.
2. Information automatically collected while browsing and navigating the website.

To make use of certain features on our website, visitors may be required to provide specific information as part of the registration or enquiry process. This may include your name, email address, mobile number, age, location, educational background, occupation, professional experience, program preferences, and other information relevant to your enquiry.

The information you supply will help us to make our website better by allowing us to tailor our site to suit your interests and make it more useful to you.

Providing such information is voluntary, except where specific details are necessary to process your request or provide a service. We will handle the information collected in accordance with applicable privacy and data protection laws.

Questions regarding this statement may be directed to SRM School of Business Studies, SRM Institute of Science and Technology, SRM Nagar, Kattankulathur – 603 203, Chengalpattu District, Tamil Nadu, India, or by calling +91-44-27417000 or +91-44-27417499.

Do we use cookies?

Cookies are small files that a website or its service provider transfers to your computer or device through your web browser, if permitted, enabling the website to recognize your browser and remember certain information.

We may use cookies and similar technologies to make our website more responsive to visitors' needs, improve website functionality, understand visitor behaviour, and measure the effectiveness of our digital campaigns. These technologies may help us understand which program pages visitors access, how frequently they visit, and how they interact with our website.

We may also use analytics and advertising technologies to evaluate the performance of promotional campaigns and understand the interests of prospective students. Third-party service providers may use their own cookies or tracking technologies, subject to their respective privacy policies and applicable consent requirements.

Cookies do not independently provide us with your identity unless you voluntarily provide personal information or the information is otherwise lawfully associated with your browsing activity. You may manage or disable cookies through your browser settings. However, disabling certain cookies may affect some website functionalities. Where required, we will obtain consent before using non-essential cookies or tracking technologies.

How do we protect your information?

We implement reasonable technical and organisational security measures to maintain the safety of your personal information when you enter, submit, or access information through our website. Information collected by SRM School of Business Studies is handled through authorized systems and processes designed to protect it against unauthorized access, disclosure, alteration, loss, or misuse.

Access to personal information is restricted to authorized personnel and service providers who require the information for legitimate institutional purposes. We take reasonable steps to ensure that appropriate confidentiality and security safeguards are maintained.

However, as effective as our security measures may be, no electronic storage system or method of internet transmission is completely secure. We cannot guarantee absolute security against every possible threat or interception. Any information you voluntarily make publicly available through public forums or other publicly accessible platforms may be accessible to others.

Links To Third Party Sites / Ad-Servers

Occasionally, our website may include links to third-party websites, services, application portals, social media platforms, or other external resources. These third-party websites operate under their own privacy policies and terms of use. SRM School of Business Studies does not control the privacy practices or content of these external websites and therefore cannot accept

responsibility for their independent policies or activities. We encourage visitors to review the privacy policies of such websites before sharing personal information.

We do not sell your personally identifiable information to third-party websites, advertisers, or advertising servers.

We may use digital advertising and analytics platforms to measure website traffic, evaluate campaign performance, and understand the interests of prospective students. Information shared for reporting purposes may include aggregated or otherwise appropriately protected statistics regarding website visits, program interests, and campaign performance.

Where you submit your details through our website or an authorized third-party lead generation form, your information may be used by SRM School of Business Studies to respond to your enquiry and provide relevant information about our academic programs, admissions, events, and institutional activities, subject to applicable consent requirements.

What do we use your information for?

Any of the information we collect from you may be used for one or more of the following purposes:

1. To respond to enquiries and provide information about our academic programs, admissions, eligibility, fees, curriculum, and other educational opportunities.
2. To personalize your experience and provide information relevant to your interests and program preferences.
3. To improve our website, content, services, and overall visitor experience.
4. To manage registrations, applications, enquiries, events, webinars, and other institutional activities.
5. To send relevant program updates, admission notifications, newsletters, event invitations, and promotional communications, subject to applicable consent requirements.
6. To measure website traffic, analyze visitor behaviour, and evaluate the effectiveness of digital advertising and marketing campaigns.
7. To maintain website security, prevent misuse, and comply with applicable legal and regulatory requirements.

The email address and phone number you provide may be used to respond to your enquiries, fulfil your requests, and communicate relevant program information in accordance with your preferences and applicable law.

Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer your personally identifiable information to outside parties for their independent commercial use. This does not include authorized service providers who assist us in operating our website, conducting institutional activities, managing enquiries,

supporting admissions, or providing technical and communication services, provided that appropriate confidentiality and data protection safeguards are maintained.

We may share relevant information with SRM Institute of Science and Technology, its authorized departments, group institutions, associates, partners, and service providers where necessary for responding to enquiries, providing information about academic programs and services, processing requests, or carrying out legitimate institutional activities, subject to applicable law and consent requirements.

We may also disclose personal information when required or permitted by applicable law, a court order, or a request from a competent government or regulatory authority, or where such disclosure is reasonably necessary for identity verification, the prevention or investigation of fraud, cybersecurity incidents, unlawful activities, or the protection of institutional rights.

Such disclosures will be made in accordance with applicable legal requirements and appropriate safeguards.

Non-personally identifiable or appropriately aggregated information may be shared with third parties for analytics, marketing, advertising, reporting, or other legitimate purposes.

Online Privacy Policy Only

This Privacy Policy applies only to information collected through the SRM School of Business Studies website and related online forms or services covered by this policy. It does not automatically apply to information collected through offline interactions or other institutional processes that may be governed by separate privacy notices or policies.

Your Consent

By using our website and voluntarily submitting your personal information, you acknowledge this Privacy Policy. Where consent is required under applicable law, we will obtain the necessary consent for the relevant collection, use, or processing of your personal information.

You may withdraw your consent where processing is based on consent, subject to applicable legal requirements and any lawful retention obligations.

Lead Collection & Communication Consent

When you voluntarily send us an email, submit an enquiry, fill out a website form, or register your interest through an authorized lead generation form, we may retain the information you provide so that we can respond to your request and provide relevant information about our programs and services.

When completing a form, you may be asked to provide your name, email address, phone number, educational background, location, or other details relevant to your enquiry. You may browse our website without submitting personal information.

If you provide your contact details and the necessary consent, SRM School of Business Studies may contact you through telephone calls, SMS, email, WhatsApp, or other communication channels regarding your enquiry, academic programs, admissions, events, and related institutional updates, subject to applicable laws and your communication preferences.

You may opt out of promotional communications at any time by using the available unsubscribe option or contacting us through the institutional contact details provided in this policy. Your preferences will be handled in accordance with applicable legal requirements.

Changes to our Privacy Policy

If we decide to change our Privacy Policy, we will publish the revised policy on this page and update the revision date where appropriate. We encourage visitors to review this page periodically to remain informed about how we collect, use, and protect personal information.

The processing of personal information will be governed by the applicable Privacy Policy and consent requirements, subject to applicable laws and regulations, including the Digital Personal Data Protection Act, 2023, and the rules or provisions brought into force under it, to the extent applicable.