

MIM Easy — Privacy Policy

Effective Date: 28 July 2026

MIM Easy ("we," "our," or "us") provides admissions advisory services to students applying to Master in Management (MIM) and related graduate programs. This Privacy Policy explains what personal information we collect through our website, how we use it, and the choices you have. This policy is designed to align with the Digital Personal Data Protection Act, 2023 (DPDP Act) of India, as our primary user base is based in India.

1. Information We Collect

We collect personal information directly from you when you interact with our website, specifically through:

- **Application/consultation form:** name, email address, phone number, and your stated reasons for seeking admissions consulting.
- **Free roadmap sign-up:** email address, submitted when you sign up to receive a free admissions roadmap.

We do not use cookies, analytics tools, advertising pixels, or any other third-party tracking technologies on this website. We do not collect payment information, location data, or any information beyond what you voluntarily submit through these forms.

2. How We Use Your Information

We use the information you provide to:

- Respond to your inquiry and assess your admissions consulting needs
- Provide the free admissions roadmap you signed up for
- Communicate with you about our services, including follow-ups related to your application
- Improve and personalize the advisory services we offer

We do not use your information for automated decision-making or profiling, and we do not sell or rent your personal information to any third party.

3. Legal Basis and Consent

By submitting the application form or signing up for the free roadmap, you provide your consent for us to collect and process your personal information for the purposes described in this policy, in accordance with the DPDP Act, 2023. You may withdraw this consent at any time by contacting us using the details in Section 8.

4. How We Store and Protect Your Information

Your information is stored securely and is accessible only to authorized personnel involved in providing MIM Easy's advisory services. We take reasonable technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction.

5. Data Sharing and Disclosure

We do not share, sell, or disclose your personal information to third parties, except where required by law or with your explicit consent.

6. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this policy, or as required by applicable law. You may request deletion of your data at any time, as described in Section 7.

7. Your Rights

Under the DPDP Act, 2023, you have the right to:

- Access the personal information we hold about you
- Request correction or updating of inaccurate or incomplete information
- Request erasure of your personal information, where applicable
- Withdraw consent for processing at any time
- Nominate another individual to exercise your rights in the event of your death or incapacity
- Lodge a grievance regarding the handling of your personal information

To exercise any of these rights, please contact us using the details below.

8. Contact Us / Grievance Officer

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, or wish to lodge a grievance, please contact:

MIM Easy

Email: falguni.mimeasy@gmail.com

We aim to acknowledge and address privacy-related requests within a reasonable timeframe in accordance with applicable law.

9. Children's Privacy

Our services are intended for individuals who are at least 16 years of age or who otherwise meet the age of eligibility to independently apply to graduate programs. We do not knowingly collect personal information from children below this age without appropriate parental or guardian consent.

10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. Any updates will be posted on this page with a revised effective date. We encourage you to review this policy periodically.