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# Privacy Policy

Saudi Vocational Institute for Business & Creative Industries (SVIBCI) | May 2026



## 1. Overview

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This Privacy Policy governs the collection, use, storage, and protection of personal data by the Saudi Vocational Institute for Business and Creative Industries (SVIBCI), operated by Markcon Ltd. SVIBCI is committed to full compliance with the Saudi Personal Data Protection Law (PDPL) enacted under Royal Decree No. M/19 and its implementing regulations.

By using our website, student portal, or enrolling in any programme, you acknowledge and consent to the practices described in this Policy.

## 2. Data Controller

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Markcon LTD

KSA CR: **7033801676**

Primary address: Aviation House, 125 Kingsway, London WC2B 6NH, United Kingdom

## 3. Personal Data We Collect

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### 3.1 Identity & Contact Data

- Full legal name, national ID number
- Passport or Iqama information
- Date of birth, nationality, gender
- Email address, phone number, residential address

### 3.2 Academic & Institutional Data

- Academic records, transcripts, and qualifications
- Attendance and participation records
- Assignment submissions, portfolio work, and assessments
- Certification and credential information

### 3.3 Financial Data

- Payment information processed via approved gateways (HyperPay, Mada, Tabby, Stripe, Apple Pay)
- HRDF sponsorship and funding eligibility records

### 3.4 Technical Data

- IP address, browser type, device identifiers
- Session data from LMS, student portal, and website
- AI-generated analytics derived from learning activity

## 4. Legal Basis for Processing

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SVIBCI processes personal data on the following lawful bases under the PDPL:

- Contractual necessity: to provide educational services and fulfil enrolment agreements
  - Legal obligation: to comply with Saudi Ministry of Education requirements, HRDF regulations, and applicable law
  - Legitimate interest: for institutional administration, quality assurance, and student welfare
  - Consent: where expressly obtained for marketing communications and optional services
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## 5. How We Collect Data

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- Online application and enrolment forms
- Student portals and Learning Management Systems (LMS)
- Payment gateways and financial processing platforms
- WhatsApp Business and live chat integrations
- Event registrations and newsletter subscriptions
- Automated cookies and website analytics (see Cookie Policy)

## 6. Data Sharing and Third Parties

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SVIBCI may share personal data with trusted third parties strictly on a need-to-know basis, including:

- Technology providers: Google Analytics, OpenAI API (for limited operational analytics only)
- Payment processors: HyperPay, Mada, Tabby, Stripe, Apple Pay
- Regulatory bodies: Saudi Ministry of Education, HRDF, and other applicable authorities
- Employer partners (only with explicit student consent for internship and placement purposes)

All third-party processors are subject to data processing agreements ensuring PDPL compliance.

## 7. International Data Transfers

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Student data is primarily stored and processed within the Kingdom of Saudi Arabia. Where operational necessity requires transfer to or access from the United Kingdom (e.g., Markcon Ltd. operations), SVIBCI ensures appropriate safeguards are in place in accordance with PDPL Article 29 and applicable cross-border transfer requirements.

## 8. Data Retention

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Personal data is retained only for as long as necessary to fulfil the purposes for which it was collected, including:

- Active student records: duration of enrolment plus 5 years
- Financial records: as required by Saudi commercial and tax law (minimum 10 years)
- Marketing data: until consent is withdrawn or 3 years from last interaction

## 9. Your Rights Under the PDPL

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As a data subject under Saudi law, you have the right to:

- Access your personal data held by SVIBCI
- Request correction of inaccurate or incomplete data
- Request deletion of data no longer required (subject to legal retention obligations)
- Object to processing where your interests override legitimate institutional interests
- Withdraw consent where processing is consent-based

Requests should be submitted in writing to [privacy@svibci.sa](mailto:privacy@svibci.sa). SVIBCI will respond within 30 days in accordance with PDPL requirements.

## 10. Data Security

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SVIBCI implements commercially reasonable technical and organisational security measures including encryption, access controls, and regular security assessments to protect personal data against unauthorised access, loss, or disclosure.

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# Cookie Policy

## 1. What Are Cookies?

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Cookies are small text files placed on your device when you visit a website. They enable websites to remember your preferences, analyse traffic, and support functionality. SVIBCI uses cookies in compliance with applicable Saudi data protection requirements under the Personal Data Protection Law (PDPL).

## 2. Types of Cookies We Use

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### 2.1 Strictly Necessary Cookies

These cookies are essential for the website and student portal to function. They cannot be disabled. They include:

- Session management and authentication cookies
- Security and fraud-prevention cookies
- Load balancing and platform performance cookies

### 2.2 Analytics Cookies

We use analytics tools including Google Analytics to understand how users interact with our website. Data collected includes page views, session duration, and navigation patterns. This data is aggregated and anonymised where possible.

### 2.3 Marketing and Remarketing Cookies

With your consent, we may use marketing cookies to deliver relevant advertising and track campaign effectiveness across platforms including Google and Meta advertising networks.

### 2.4 Functional Cookies

These cookies remember your preferences such as language selection, region settings, and logged-in status to enhance your user experience.

## 3. Third-Party Cookies

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Third-party services embedded on our platforms may set their own cookies, including:

- Google Analytics — website traffic analysis
- Payment providers (HyperPay, Mada, Stripe) — secure payment processing
- Social media platforms — for sharing and social login functionality

SVIBCI does not control third-party cookies. Please refer to the relevant third-party privacy policies for more information.

## 4. Managing Your Cookie Preferences

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You may control cookie settings through:

- Your browser settings — most browsers allow you to block or delete cookies
- Our cookie consent banner — displayed on your first visit to our website
- Third-party opt-out tools where applicable

Please note that disabling certain cookies may affect the functionality of our website and student portal.

## 5. Cookie Retention

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Session cookies are deleted when you close your browser. Persistent cookies remain on your device for the period specified in each cookie's settings, typically between 30 days and 2 years depending on their purpose.

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