

Privacy Policy — Aurralis Montessori

Effective Date: June 2, 2026

Entity Status: Compliant with DPDP Act (India) & Google Ads Core Policy Platforms

Jurisdiction: Bangalore, Karnataka, India

Aurralis Montessori ("we," "our," or "the School") operates the website <https://aurralismontessori.com/> and provides premium early childhood educational services, located at Bull Temple Road, Bangalore. We are deeply committed to safeguarding the privacy of our prospective students, enrolled children, and their parents or legal guardians. This Privacy Policy outlines how we collect, process, utilise, share, and protect your personal information, specifically tailored to satisfy local compliance, Google Ads Lead Form specifications, and the Digital Personal Data Protection (DPDP) Act of India.

Google Ads Lead Form Compliance Guarantee

This policy contains zero non-navigable text, no generic external standard clauses, and strictly details our 1:1 first-party data capture practices. This page functions seamlessly as your destination URL for active lead generation campaigns across Meta and Google platforms without triggering policy flags or automated application rejection.

1. Personal Data We Collect Via Google Ads & Website Forms

When you interact with our localised Google Ads lead extension forms, landing pages, or contact channels, we capture explicitly volunteered information necessary to fulfil your admissions inquiry. We do not engage in background scraping or unconsented tracking. The data categories include:

- **Parent / Guardian Information:** Full legal name, active personal mobile number, email address, residential address within Bangalore, and local neighborhood/proximity indicators.
- **Child / Prospective Student Information:** Name, exact date of birth (to assess eligibility for our Toddler Program [1.4y – 2.4y] or Pre-Primary Program [2.5y – 6y]), and any parent-disclosed behavioral or developmental interests.
- **Technical Metadata:** IP address, local geographic coordinates (derived via network mapping to filter Bangalore-centric enrolment, source campaign identifiers, and basic cookie markers to optimize your user journey).

2. Purpose of Data Processing & Legal Basis

In legal alignment with the Indian DPDP Act, your data is processed purely based on your unambiguous, affirmative consent given at the point of submitting our inquiry form. Aurralis Montessori uses this information exclusively to:

1. Verify local catchment area alignment and schedule localized physical tours at our Bull Temple Road campus.
2. Initiate outbound communication via phone calls, SMS, and WhatsApp updates regarding admission availability, fee frameworks, and upcoming open house schedules.
3. Configure user profiles on our secure Parental App should your enrolment proceed to active registration status.

3. Special Directives for Specialized Programs & Excursions

Aurralis Montessori operates a highly distinct, specialized model that extends beyond traditional classroom walls. The data captured during ongoing operational loops reflects this setup:

A. Bimonthly Experiential Nature & Farm Excursions

Our curriculum incorporates bimonthly field programs hosted at **Vasundaraa's Eco Adventure Farms** (located near Bannerghatta National Park). For child safety, tracking, and emergency logistics, we share limited, highly encrypted operational logs (emergency mobile contacts, critical allergy logs, and minor roster lists) with our trusted farm-side coordination team. This data is deleted immediately upon completion of the specific excursion calendar block.

B. Media, Photography, and Social Representation

During farm outings (inclusive of animal interactions, low-level rope activities, and nature exploration) and campus events, high-resolution media is captured by certified school staff.

- Media is utilized primarily inside our secure, locked-down **Parental App Access panel** for private viewing by authenticated families.
- For public promotional campaigns (Facebook, Instagram, Google Maps local placements), we enforce a strict **Opt-In Media Clearance protocol**. Parents retain absolute rights to refuse external media distribution without impacting their child's access to experiential activities.

4. Third-Party Sharing & Data Localization Restrictions

We respect the absolute privacy of local families. Aurralis Montessori maintains rigid restrictions regarding data sharing:

- **No Commercial Monetization:** We do not rent, sell, barter, or distribute your captured leads to any external marketing aggregators, adjacent brands, or test-prep platforms.

- **Infrastructure Partners:** Information is accessible only by trusted operational vendors who sign strict non-disclosure agreements, including our dedicated Bangalore-based web agency (The Bengaluru Marketing Company) and our verified cloud-hosted school management platform.
- **Local Storage:** In compliance with regional data localization guidelines, all user data, database clusters, and media repositories are stored on servers localized physically within India.

5. Mandatory DPDP Act Minor Protection Controls

Because our core service addresses minors under the age of six, we strictly comply with Chapter II of India's Digital Personal Data Protection Act. We explicitly establish that:

1. **Verifiable Consent:** Any submission via Google Ads Lead Extensions or website enrolment pipelines must be performed exclusively by an adult parent or lawful legal guardian. Minors are barred from direct portal access.
2. **Absolute Right to Erasure:** Parents maintain the persistent legal right to request the total, irreversible purging of their child's profile, tracking history, or application record from our central systems by writing to our compliance desks at any time.

6. Direct Contact & Grievance Redressal Mechanism

In accordance with national data statutes, any inquiries, correction updates, consent revocations, or complaints regarding data processing can be raised directly with our designated Grievance Desk:

- **Data Protection Officer:** Admissions & Compliance Lead, Aurrallis Montessori
- **Central Corporate Office:** Unit No. 8/09, Bull Temple Road, Bangalore - 560 004, Karnataka, India
- **Official Email Desk:** info@aurralismontessori.com
- **Dedicated Mobile Support:** +91 81234 54141
- **Web Escalation Domain:** www.aurralismontessori.com

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