

Hello Aida — Privacy Notice for United Herzlia Schools

This notice explains how Hello Aida (Pty) Ltd (“Hello Aida”) collects, uses, and protects personal information relating to learners at United Herzlia Schools (“UHS”) in accordance with the Protection of Personal Information Act 4 of 2013 (“POPIA”).

Who is responsible for your child’s data?

UHS is the Responsible Party under POPIA. Hello Aida acts as the Operator, processing personal information on behalf of UHS in accordance with the School Access Agreement dated 12 May 2026.

What personal information is collected?

- Learner name, age, grade, and school affiliation
- School email address and login credentials
- Preferred learning language
- Academic activity logs: chat interactions, subject selections, quiz results, streaks, and usage statistics
- Progress data and learning analytics
- Device and session information (browser type, access times, approximate location for analytics)

Hello Aida does **not** collect South African identity numbers, financial information, or biometric data.

How is this information used?

- Delivering and improving personalised educational support
- Generating anonymised and aggregated usage reports for UHS
- AI model improvement using anonymised or aggregated data only
- Communicating with UHS regarding the account and service matters

Hello Aida will not sell, rent, or disclose learner personal information to third parties for marketing or commercial purposes.

Conversation monitoring and safeguarding

The platform monitors chat interactions for safeguarding purposes — specifically to detect potential indicators of self-harm, harm to others, abuse, exploitation, or other distressing disclosures. Where such

indicators are detected, Hello Aida will notify the school's designated safeguarding contact within 48 hours. Where there is an immediate risk to life, Hello Aida may refer the matter directly to relevant authorities. This monitoring is conducted in good faith for the purpose of learner safety.

Where is data stored?

Data may be processed using third-party cloud infrastructure or AI providers based outside South Africa. Hello Aida ensures that any such transfers occur only to jurisdictions or providers offering an adequate level of data protection, consistent with Section 72 of POPIA.

How long is data kept?

Personal information is retained for the duration of any subscription period and for 30 days thereafter, after which it is securely deleted or anonymised. Earlier deletion may be requested at any time.

Your rights under POPIA

As the parent or guardian of a learner using Hello Aida, you have the right to:

- **Access** — request a copy of the personal information held about your child
- **Correction** — request correction of inaccurate or incomplete information
- **Deletion** — request deletion of your child's personal information
- **Object** — object to the processing of your child's personal information
- **Withdraw consent** — withdraw consent at any time

To exercise any of these rights, contact: [SCHOOL CONTACT EMAIL]

How to opt out

Use of Hello Aida is not compulsory. If you do not wish your child to use the platform, email [SCHOOL CONTACT EMAIL] with your child's name and grade. Your child's account will be deactivated and all associated data deleted, with written confirmation provided to you.

Security

Hello Aida maintains appropriate technical and organisational security measures to protect personal information against loss, unauthorised access, misuse, disclosure, alteration, or destruction. In the event of a data breach affecting personal information, Hello Aida will notify UHS within 72 hours of becoming aware thereof.

Contact

Hello Aida (Pty) Ltd — hello@helloaida.ai — www.helloaida.ai

United Herzlia Schools — admin@herzlia.com

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