

Privacy Policy

Last Updated: 9/13/2025

1. Who We Are

ERA (“we”, “us”, “our”) operates the website eraknust.com. We provide online learning services using Tutor LMS on WordPress. Our name stands for Education Resource and Aid. We openly declare that have no affiliation whatsoever with any educational institution.

2. Scope of This Policy

This policy applies to all personal data collected from visitors, registered users, mobile app users, community members, and customers.

It covers: information we collect, how and why we use it, our legal bases for processing, who we share it with, your rights, how long we keep it, security measures, children’s privacy, and contact details.

3. Information We Collect

We collect:

- Account & Profile Data (name, username, password, email, date of birth, profile info)
- Course & Learning Data (enrollments, progress, quiz results, certificates, H5P activity)
- Payment & Billing Data (billing info, transactions, payment gateway data)
- Community & Messaging Data (BuddyPress activity, WPChatApp messages)
- Rewards Data (points, redemptions via MyRewards)
- Technical Data (IP, device info, login history, cache logs)
- Cookies & Tracking Data
- Support & Communication Data (emails, chats)

4. How We Use Your Information

We use your data to:

- Provide services and manage accounts
- Process payments
- Communicate with users
- Ensure security and compliance
- Improve services and personalization

5. Legal Bases for Processing (GDPR)

We rely on consent, contract performance, legal obligations, and legitimate interests as applicable under GDPR.

6. Plugin & Third-Party Data Use

We rely on several plugins and third-party services, each handling data differently. See the breakdown below:

Plugins and Data Use:

Plugin / Service	Data Collected	Purpose	Notes
Tutor LMS	Name, email, DOB, course data	Course delivery	Stored locally
WooCommerce	Name, email, billing info, transactions	Purchases	Payment via gateways
BuddyPress	Profile, posts, groups, messages	Community interaction	Visible to members
MyRewards	Points, rewards, redemptions	Loyalty system	Stored locally
User Login History	Username, IP, login times	Security monitoring	Stored locally
WPChatApp	Messages	Support chat	Via WhatsApp API
AppMySite	Mobile app usage, push tokens	Mobile access	AppMySite servers
H5P	Quiz answers, scores	Interactive learning	Stored locally
Members	Role, permissions	Access control	Stored locally
Elementor/ElementsKit/GutenKit	Usage data, forms	Design/UX	May use external services
LiteSpeed Cache	IP, usage data	Speed/security	External caching possible
Hostinger AI/Hosting	Logs, performance, security data	Hosting	Hostinger servers

Custom Code Snippets

Varies

Custom functions

Depends on
code

7. Cookies & Similar Technologies

Cookies are used for authentication, session management, performance, community features, and analytics. Disabling cookies may affect functionality.

8. Data Sharing & Disclosure

We share data with payment processors, hosting providers, third-party services, and legal authorities as required. We do not sell data.

9. Data Retention

Data retention depends on category: account data while active, course data while account exists, payment data up to 7 years, login history purged periodically.

10. Data Security

We use SSL/TLS, hashed passwords, role-based access, backups, plugin updates, and hosting firewalls for protection.

11. Your Rights

You may access, correct, erase, restrict, object, export, or withdraw consent regarding your data. Complaints may be lodged with regulators.

12. International Transfers

Transfers outside your country (e.g. to Hostinger, AppMySite, payment gateways) are protected with safeguards like contractual clauses.

13. Children's Privacy

We do not knowingly collect data from children under 13.

14. Changes to This Policy

We may update this policy periodically, with changes posted here and a new 'Last Updated' date indicated.

15. Contact Us

For privacy concerns or requests, contact us:

Email: engres24@gmail.com