

Privacy Policy

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Last updated: June 16, 2026

Who We Are

This Privacy Policy applies to STORI, an admissions strategy platform operated by [STORI LEGAL ENTITY NAME], having its registered office at [REGISTERED OFFICE ADDRESS]. References to "STORI", "we", "us" or "our" in this policy refer to that entity.

What Information We Collect

We collect information you provide directly, including:

- Account information: name, email address, phone number.
- Profile and academic information: undergraduate institution, GPA, degree, work experience, target programmes, career goals.
- Application materials: resume content, statement of purpose drafts, and other documents you upload or share through the platform.
- Interview and assessment data: responses to NIA interview questions and any text you enter during the intake or strategy sessions.
- Payment information: processed through third-party payment providers; we do not store full card details.
- Usage data: pages visited, features used, time spent, and interaction events collected via analytics tools.

How We Use Your Information

We use the information we collect to:

- Provide, personalise, and improve the STORI platform and its AI-assisted features.
- Generate admissions strategy outputs, school shortlists, gap analyses, essay blueprints, and other service deliverables.
- Train and improve our AI models using anonymised and aggregated data.
- Send transactional communications (account updates, support responses).

- Send product and marketing communications where you have opted in.
- Comply with legal obligations.

Legal Basis for Processing (India and International Users)

For users in India, processing is conducted in accordance with the Digital Personal Data Protection Act, 2023 (DPDP Act). We process your data on the basis of your consent, which you provide when you create an account and use the platform. You may withdraw consent at any time by contacting us, though this may limit your ability to use certain features.

Data Sharing

We do not sell your personal data. We may share data with:

- AI and infrastructure providers: third-party services that power platform features (e.g. language model APIs, cloud hosting). These providers are bound by data processing agreements.
- Analytics providers: to understand product usage in aggregate.
- Legal authorities: when required by law or to protect the rights and safety of STORI or its users.

Data Retention

We retain your account and profile data for as long as your account is active. If you request deletion, we will remove your personal data within 30 days, subject to legal retention obligations. Anonymised and aggregated data derived from your usage may be retained indefinitely for research and model improvement purposes.

Your Rights

Depending on your jurisdiction, you may have the right to:

- Access the personal data we hold about you.
- Correct inaccurate data.
- Request deletion of your data.
- Withdraw consent for processing.
- Lodge a complaint with a data protection authority.

To exercise any of these rights, email us at business@stori.co.in.

Cookies and Tracking

We use cookies and similar technologies to maintain session state, remember preferences, and collect usage analytics. You can control cookie settings through your browser, though disabling certain cookies may affect platform functionality.

Security

We implement reasonable technical and organisational measures to protect your information against unauthorised access, loss, or disclosure. However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

Children

STORI is not directed at children under the age of 16. We do not knowingly collect personal data from anyone under 16. If you believe a minor has provided us with data, please contact us and we will delete it promptly.

Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by posting the updated policy on this page with a revised "Last updated" date. Continued use of the platform after changes constitutes acceptance of the updated policy.

Contact

For any privacy-related questions or requests, contact us at business@stori.co.in .