

Privacy Policy

LIFTeracy · www.padhaipal.com

Effective date: October 2026

In short

LIFTeracy helps children aged 6 to 10 in government primary schools learn to read in Hindi. Children read aloud to a WhatsApp bot, which schools know as PadhaiPal. We collect only what we need to teach the child. We ask parents for consent in a way they can actually understand.

- **Consent is given by voice, in Hindi.** Parents hear what we collect and why, and say "हाँ" to agree. Nobody is asked to sign or tick text they cannot read.
- **Names and phone numbers stay with the teacher.** The teacher who invited the family sees full details. Block, district and state officials see only masked versions.
- **Recordings are heard only by people responsible for the child's learning.** That means the child's teacher, the officials who oversee that school, and LIFTeracy's technical staff.
- **We never sell data or use it for advertising.** Personal data stays in LIFTeracy's own systems and is never copied into shared folders.

1. Who we are

LIFTeracy is a nonprofit literacy programme. For the purposes of India's Digital Personal Data Protection Act, 2023 (DPDP Act), LIFTeracy is the "data fiduciary": it decides why and how personal data is used, and is responsible for it. In schools we work with partner organisations whose field staff help teachers enrol families and use the programme. Partner organisations also comply with this policy.

Questions about privacy go to our data protection contact, Thomas Delaney, at tom@lifteracy.ai.

2. What this policy covers

- **The WhatsApp bot.** Children read words and short passages aloud, and the bot replies with a recorded voice.
- **Teacher and official dashboards.** These are web pages where teachers, and block, district and state officials, see how children are progressing.
- **The LIFTeracy reading games,** which run in a phone's web browser.
- **Our website** (www.padhaipal.com), and any emails or messages you send us.

3. What we collect

About	What we hold	Why
The child	First name; birth year and month; voice notes and their transcripts; lessons completed, scores and time spent	To pitch lessons at the right level, show progress to the teacher, and learn whether the programme works
The parent or guardian	WhatsApp phone number, which is the account ID; the consent voice note, its transcript, and when it was given	To deliver lessons, and to keep a record of consent

The teacher	Name, phone number, school, and which children joined through their link	To link children to their teacher and run the dashboard
Officials	Name, role, and the block, district or state they cover	To show each official the data for their area
Games players	A random ID per phone, and which games are played and for how long. We collect no name or phone number and do not use the microphone.	To see which games help, and improve them
Website visitors and people who contact us	What you send us, and basic technical data such as browser type	To reply to you and keep the site working

We do not collect the child's surname, address, caste, religion, photos or location.

4. Consent from parents

We process a child's data only with consent from their parent or guardian, as the DPDP Act (section 9) requires. Many of the families we serve cannot read a consent form, so consent is given by voice:

1. The family joins through their teacher's personal invitation link.
2. The bot checks that a parent or guardian is answering.
3. It explains in Hindi what we record and why, and asks for consent. The parent can say "हाँ", say "नहीं", or ask for more information.
4. Only after "हाँ" does the bot ask for the child's name and age and start lessons.

Consent has two parts:

- **Part A** covers recording the child's voice notes to teach the child and improve the programme. This includes sending those recordings to the AI services listed in §7. Without Part A, the child cannot use the bot.
- **Part B** is optional. It covers using selected recordings in reports, presentations or social media. These are never shown alongside the child's name, school or phone number. Saying no to Part B does not affect the child's lessons.

Voice notes sent during sign-up, before consent is given, are stored in the same way as other recordings. A parent who says no can ask us to delete them.

5. Who can see what

Who	Names and phone numbers	Learning data	Voice recordings
Parent and child	Their own	Their own, in the bot	Their own
The teacher who invited the child	Full	Their own students	Their own students
Block, district and state officials	Masked (e.g. "Rani" shows as "R...i")	Their area, by school, teacher and student	Children in schools they oversee

Partner organisations' field staff	Masked	The schools they support	Children in schools they support
LIFTeracy technical staff	Full, for support and fixing problems	All	All

Officials need to know which schools and teachers are doing well, not who each child is. Phone numbers never appear on dashboards above the teacher level. On dashboards, transcripts have long numbers and spoken names removed.

6. Voice recordings and dashboards

- Recordings are kept in LIFTeracy's private file storage. The dashboard streams each recording to an approved viewer and never gives out a direct link to the file.
- Before a recording plays, the system checks that the viewer is the child's teacher, an official responsible for that school, or LIFTeracy staff.
- Each teacher and official opens their dashboard through a personal link. Please treat it like a password. If a link is shared by mistake, tell us straight away. LIFTeracy staff sign in with a password.

7. Services that process data for us

Service	What it does	What it receives
WhatsApp (Meta)	Carries messages between the family and the bot	Phone number and messages, under WhatsApp's own terms
Railway	Hosts our database and file storage	All stored data
Sarvam, Microsoft Azure, Bodhan	Speech-to-text: work out what the child read	Voice notes only, with no name or number
Google Gemini	During sign-up, tells "yes" from "no" and picks out the child's name and age	Transcripts of the parent's sign-up replies
AI writing model	Drafts progress messages for teachers' WhatsApp groups	Summary figures only; names are replaced with placeholders first
ElevenLabs	Creates the tutor's recorded voice	Lesson text only; no user data
PostHog (EU servers), Vercel	Analytics and hosting for the games	A random device ID and game activity

Where providers let us, we choose settings that stop them keeping our data or using it to train their models. Some of these services process data outside India. We do not transfer data to any country the Government of India has restricted under the DPDP Act.

8. How we protect data

- Personal data is kept only in LIFTeracy's own database and private storage. It is never copied into shared folders such as Google Drive.
- System logs record phone numbers only as a scrambled code, and never record children's names.
- Only named LIFTeracy technical staff have administrator access.

- If a breach affects personal data, we will tell the Data Protection Board of India and the affected families, as the DPDP Act requires.

9. How long we keep data

We keep a child's data while they are using LIFteracy, and delete it when a parent asks. We may keep anonymised learning records that cannot identify any child, to find out whether the programme works. We keep consent records for as long as the law requires.

10. Your rights

Under the DPDP Act, a parent or guardian can:

- ask what data we hold about their child, and who we have shared it with;
- correct it;
- ask us to delete it, which removes the child's account, records and recordings;
- withdraw consent at any time, which stops lessons for that child (Part B can be withdrawn on its own);
- name another person to act for them;
- complain to us, and then to the Data Protection Board of India.

To use any of these rights, tell the child's teacher or email tom@lifteracy.ai. We will check that the request comes from the parent's own WhatsApp number, and reply within 30 days.

11. Children

LIFteracy is built for children, but the account belongs to the parent or guardian. We do not show children advertising or profile them for marketing. The bot only teaches reading; it does not hold open-ended conversations. Our Child Protection Policy explains how we respond if a recording suggests a child may be at risk.

12. Changes to this policy

If we change this policy in a way that affects families, the bot will tell parents in Hindi before the change takes effect. The current version is always on our website.

13. Contact

Data protection and grievance contact	Thomas Delaney, tom@lifteracy.ai
Website	www.padhaipal.com