INSTITUTE OF GOODNESS
SATVA • AHIMSA • KARUNA

INSTITUTE OF GOODNESS · UPDATED NOVEMBER 2026

Privacy & data practice

What the Institute of Goodness collects, why, where it is stored, and what you can do about it at any time.

Updated November 2026 | instituteofgoodness.org/privacy.html

Who we are

The Institute of Goodness ("IoG", "we") is a not-for-profit initiative of the Universal Goodness Foundation (registered address: 267, Nirmal Bagh, Block B, Gali No. 11, Visthapit, Rishikesh, Uttarakhand), with offices in New Delhi and Dehradun. Contact: info@instituteofgoodness.org. We handle personal data in line with India's Digital Personal Data Protection Act, 2023 and, for visitors from the EU and UK, the GDPR.

The Goodness Score™

The Goodness Score saves your results to your own account so you can see how you grow. Nothing is saved until you accept the Goodness Score privacy declaration. Your account, answers and scores are stored on servers in **Mumbai, India**. Only you can see your answers. You can download or delete everything at any time from your dashboard. Accounts not signed in to for 9 months are deleted automatically, with everything stored in them.

To fit questions to your life, an AI service sees only your profession, area and age group, and the wording of the questions. It never sees your name, email address or answers.

What we collect

- **Goodness Score account:** your email address (to send your sign-in code), first name (optional), age group, gender (optional), profession, area type, answers, scores, weekly acts and a record of the declaration you accepted.
- **Forms:** name, organisation, email and message when you contact us, register PSR interest or subscribe to updates.
- **Analytics (with consent):** anonymous page-view and calculator-completion events. No advertising identifiers and no cross-site tracking.

- **Technical logs:** IP address, browser and timestamps kept by our hosting providers for security, for up to 90 days.

How we use it

- To score your Goodness Score, show your progress and suggest what to do next.
- To reply to enquiries and manage partnerships.
- To send updates or reminders you asked for (you can stop them at any time).
- To understand which pages help people most and improve the site.

We do not sell personal data and we do not run advertising.

Research (only if you agree)

If you tick the research box, your answers may be studied, with your identity removed, to build the Goodness Index™. You can switch this off at any time from your dashboard.

Who processes data for us

Our database and sign-in service (Supabase) stores Goodness Score data in Mumbai, India. Resend delivers sign-in codes by email. Groq, with Google Gemini as a backup, rewords questions using only the limited information described above; neither receives anything that identifies you, and Google may use what it receives through its free Gemini service to improve its products. YouTube (Google) provides embedded films in privacy-enhanced mode, and only after you allow "Embedded media". These providers work on our behalf under contract.

Your rights

From your Goodness Score dashboard you can download all your data or delete your account at any time. You may also ask for access, correction or erasure, withdraw consent, or object to processing by writing to info@instituteofgoodness.org. We respond within 30 days. You may also complain to the Data Protection Board of India or your local supervisory authority.

Children

People under 18 must confirm that a parent or guardian has read the Goodness Score privacy declaration and agrees before creating an account; we record when this was confirmed. If a parent or guardian did not agree, write to us and we will delete the account. PSR programmes involve children through their schools; the Institute collects no personal data from children through those programmes on this website.

Changes

We post any changes here and update the date. If the Goodness Score privacy declaration changes, we ask you to read and accept the new version before you carry on.