

PRIVACY POLICY

Effective Date: 18/07/2025

Company: Educated Character Ltd

Contact Email: support@educatedcharacter.com

1. Introduction

This Privacy Policy explains how Educated Character Ltd ("we", "us", or "our") collects, uses, stores, and protects your personal information when you access our services, courses, coaching, website, and community platforms.

We are committed to protecting your privacy and complying with the UK General Data Protection Regulation (UK GDPR).

2. Information We Collect

We may collect the following types of personal data:

- Name
 - Date of birth
 - Phone number
 - Email address
 - Billing and payment details
 - Login credentials (for platforms like Mighty Networks)
 - IP address and device information
 - Activity on our websites or platforms (e.g., course progress, discussion posts)
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3. How We Use Your Information

We collect and use your personal information for the following purposes:

- To provide and manage your access to our services
- To process payments and fulfil transactions
- To communicate with you (e.g., updates, support, marketing)
- To personalize and improve your user experience

- To comply with legal obligations and resolve disputes
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4. Lawful Basis for Processing

Our lawful bases for collecting and processing your data may include:

- Your consent (e.g., when subscribing to newsletters)
 - Performance of a contract (e.g., when you purchase a course or download content)
 - Legal obligation (e.g., tax records)
 - Legitimate interests (e.g., platform security, business analytics)
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5. Data Sharing and Disclosure

We do not sell your personal data. We may share data with trusted third-party service providers only where necessary to operate our business, such as:

- Payment processors (e.g., PayPal, Stripe)
- Platform hosts (e.g., Mighty Networks)
- Email providers (e.g., Mailchimp)
- Legal or regulatory authorities where required

All service providers are expected to uphold GDPR-compliant data handling standards.

6. Data Storage and Security

Your data is stored securely using encrypted systems where appropriate. Access to your data is restricted to authorized personnel only.

We retain your data only for as long as necessary to fulfil the purposes outlined in this policy or to comply with legal requirements — typically no longer than 6 years unless otherwise required.

While we implement appropriate technical and organizational security measures, we cannot guarantee the absolute security of personal data. We are not liable for any loss, unauthorized access, or misuse of data arising from circumstances beyond our reasonable control.

7. International Data Transfers

If your data is transferred outside the UK or EEA, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or equivalent mechanisms.

8. Your Rights

Under the UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request erasure of your data ("right to be forgotten")
- Object to or restrict certain types of processing
- Withdraw consent at any time (where applicable)
- Lodge a complaint with the UK Information Commissioner's Office (ICO)

To exercise any of these rights, contact us at: support@educatedcharacter.com

You may opt out of receiving marketing communications at any time by clicking the unsubscribe link in our emails or contacting us directly.

9. Cookies and Tracking

Our website and third-party tools may use cookies to track user interactions and enhance your browsing experience. You can manage cookie preferences via your browser settings.

A detailed Cookie Policy will be provided separately.

10. Children's Privacy

Our services are not intended for children under 13. We do not knowingly collect personal data from minors. If you believe a child has provided personal data, please contact us to have it removed.

11. Third-Party Links

Our services may include links to third-party websites or services. We are not responsible for the privacy practices or content of those third parties. Please review their privacy policies before providing your data.

12. Automated Decision-Making and Profiling

We may use automated tools or AI-assisted chat features (e.g. on social media platforms like Instagram) to assist with navigation, communication, or directing users to relevant services. These tools do not make decisions that produce legal or similarly significant effects.

13. Analytics and Tracking Tools

If we use analytics or advertising tools (such as Google Analytics or Meta Pixel), we will disclose them in our Cookie Policy and ensure they comply with applicable data protection laws. These tools may collect anonymized or pseudonymized data for performance monitoring, marketing, and user experience improvement.

14. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal obligations.

We encourage you to review this policy periodically. Continued use of our services after changes indicates your acceptance of the revised policy.

For any privacy-related questions, contact us at:
support@educatedcharacter.com