

Privacy Policy

Effective Date: 18/07/2025

Company: Educated Character

Contact Email: leslie@educatedcharacter.com

1. Introduction

This Privacy Policy explains how Educated Character ("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 include:

- **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., maintaining tax records)
 - **Legitimate interests** (e.g., ensuring 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 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 when required by law
 - All service providers are required to maintain GDPR-compliant practices.
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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 data only as long as necessary to fulfil the purposes outlined in this policy or to comply with legal obligations (e.g., typically up to 6 years for tax/accounting records).
 - While we take reasonable steps to protect your data, no system is completely secure, and we cannot guarantee absolute security against breaches beyond our reasonable control.
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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 (SCCs)** or equivalent legal 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 processing activities
- 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: **leslie@educatedcharacter.com**

You may opt out of marketing at any time by clicking "unsubscribe" 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 or device settings.
 - A separate **Cookie Policy** and consent banner will explain specific tools (e.g., Google Analytics, Meta Pixel).
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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.
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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 policies before submitting your data.

12. Automated Decision-Making and Profiling

- We may use automated tools or AI-assisted chat features (e.g., on social media) to assist with navigation, communication, or service recommendations.
 - These tools do **not** make decisions that produce legal or similarly significant effects.
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13. Analytics and Tracking Tools

- If we use analytics or advertising tools (such as Google Analytics or Meta Pixel), this will be disclosed in our Cookie Policy.
 - Data collected is anonymized or pseudonymized where possible and used for performance monitoring, marketing, and user experience improvement.
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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 updates indicates acceptance of the revised policy.

For any privacy-related questions, contact us at:

 leslie@educatedcharacter.com