

Privacy Policy - Motivation Academy Limited

1. Introduction

Motivation Academy Limited ('we', 'our', 'us') respects your privacy and is committed to protecting your personal data. This policy explains how we collect, use, and safeguard your personal data when you interact with our services, in accordance with the UK GDPR and Data Protection Act 2018.

2. Contact Details

Data Controller: Motivation Academy Limited

Email: privacy@motivationacademy.co.uk

Address: 12 New Walk, LE1 6TF, Leicester, UK

ICO Registration Number: ZA717211

3. What Personal Data We Collect

A. Data you provide to us:

- Full name
- Email address and phone number
- Residential address
- Date of birth
- Academic qualifications, course preferences
- Employment and financial status
- Payment details

B. Automatically collected data:

- IP address and browser data
- Device type, operating system, time zone
- Website usage data
- Cookies and similar tracking technologies

4. Lawful Basis for Processing

We only process personal data under the following lawful bases (Article 6 UK GDPR):

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- Consent
- Contractual necessity
- Legal obligation
- Legitimate interests

5. How We Use Your Data

Your data may be used for:

- Managing applications and enrolments
- Contacting you regarding your studies
- Verifying identity and eligibility
- Providing tailored support
- Compliance with legal obligations
- Internal analytics and service improvement
- Marketing communications (only with consent)

6. Sharing Your Data

We do not sell your data. We share it with:

- Third-party service providers
- Educational partners
- Legal authorities when required

All processors are bound to UK data protection laws.

7. Data Retention

We retain data for the duration of service plus 6 years. Financial data is held for 6 years per HMRC. Marketing consent is held until withdrawn. Analytics data is retained per cookie lifespan.

8. Cookies

We use cookies to improve functionality and user experience. You can manage your preferences via our banner or browser settings.

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9. Data Security

We use SSL encryption, two-factor authentication, limited data access, and regular audits to secure your data.

10. Your Rights Under GDPR

You have the right to access, correct, erase, restrict, object, withdraw consent, request data portability, and complain to the ICO.

11. Children's Data

We do not knowingly collect data from children under 13 without verified parental consent.

12. Changes to This Policy

We may update this policy. Changes will be posted with a revised effective date.

13. Complaints

Contact us if concerned. You may also complain to the Information Commissioner's Office (ICO).