

Data Privacy Policy

Version 1 - April 2025

Thank you for trusting us with some information about you. We take that trust seriously and we want you to know how we use your information, and why.

1. Who is holding your information?

Name	Clarity Professional Ltd
Company Registration No.	12140407
Email address	hello@clarity-pro.co.uk
Data Retention Period(s)	General and administrative records: Two years Student records: Three years from issue of certification Financial records: Six years Employment records: Six years from end of employment
Card and payment processor and their security policy	Stripe https://docs.stripe.com/security?locale=en-GB
Third parties we share information with	City & Guilds (Awarding Organisation)
Person responsible for data within our business	Hannah Perrin hannah@clarity-pro.co.uk
Our data regulator	Information Commissioner's Office https://ico.org.uk/
Date this policy last updated	22/04/2025

2. Whose information do we collect?

We process information about:

Prospects	Contacts working at or connected with potential Clients
Clients	Who have bought goods or services from us, and Client Contacts who are individuals employed by or contracted to Clients
Suppliers	Suppliers or potential suppliers of goods or services to us
Referrers/Affiliates	Who have referred Prospects or Clients to us
Employees/Workers	Who are employed by us or do work for us. Employees should refer to their Contract of Employment for data privacy information relating to their own data

3. Our policy

We promise respectful treatment of the personal information of everyone we have contact with. We want it to be simple and clear.



This Policy explains how we do that – when and why we collect information, how we use it, the situations when other people can see or use it, and how we keep it secure.

We would like to be clear: We do not sell, rent, or trade email lists.

Section A of this Policy is for everyone. Section B is for those who are, or work for, a business Prospect. Section C is for Clients. Section D is for Suppliers and Referrers.

Section A: For Everyone

Whoever you are, our intention is to use your information to make things work smoothly for you in your experiences with us. If that's not how it turns out for you, please do contact us via the email above.

We keep this policy under regular review, and it may be revised as time goes on.

Our General Approach To Personal Data

We're committed to protecting your privacy and honouring your legal rights to control how we use your personal data. We only collect and use personal data when we need to:

- When you have asked us to do something (such as send you newsletters)
- So that we can reply to queries
- To develop and manage our business relationships
- To fulfil our contracts
- To grow our business
- To provide services to clients
- To calculate payments
- To meet our legal obligations

We do our best to make sure that the information we hold is accurate and up to date, is no more than we need to have.

Categories Of Data

The types of information we will be processing depend on the nature of our relationship with you.

We may process information about you that you have yourself provided to us or published generally on the internet through social media or on other websites.

In all cases, we will have what identifying and communication information is relevant and that we can sensibly obtain: that is, your name, email address, employer or business name, job title or position, contact address, social media handles, and we may also capture some of the information published by you in your social media output to the extent that it may be relevant to our interactions.

If you are, or work for, a Prospect, we will obtain and process information that is relevant to our building a business relationship with you and doing business together, which may relate to your business and your personal interests.



If you are, or work for, a Client or Supplier, we will also keep records of our interactions, the work we have done for you or commissioned from you, the progress of work, and financial and accounting records.

If we are processing information about you purely because we are providing services to others, please see Section D below. Please note that your rights may be subject to applicable exemptions.

If you have any questions or concerns about the use of your information, or how we have responded to any request about your personal data, please contact us in the first instance by email us at the above address. If we cannot resolve the issue, you can contact the Information Commissioner's Office as above.

Downloads, Newsletters and Services

We monitor who opens what in our newsletter lists, and pre-set sequences of information we send you. We do this so we can see which content is popular or if it is not read. There may be sub-sequences that trigger if you click on links or articles. These are designed to offer you more information about things you are interested in. You can unsubscribe from these sequences at any time.

Existing Clients may receive emails about specific offers relating to things you have already purchased. You can unsubscribe from these emails at any time.

We use automations (sequences of emails that start when you ask for something in particular) to send you the information you have asked for, to send you products you have bought, and to administer services you have subscribed to. A lot of our onboarding for new products is by emails that send you information on how to access our courses. You can unsubscribe from most of these, except for those that are crucial to the delivery and completion of your course.

We monitor who reads our emails and automations, how many times, and which links you choose to follow and read. We use this information to increase the level of interest in our content and help us improve what we send you. You can remove your information from this monitoring by disabling cookies on your browser before opening emails from us. From time to time, we contact individual email newsletter subscribers, but this is extremely rare.

We use anonymised data from time to time to target advertising campaigns based on profiling the type of person who wants to receive information from us. We are not a hard sell or cold calling organisation. We prefer to build long-term relationships with happy, satisfied and engaged clients.

Social Media

We have an active presence on social media. If you 'like' any of our posts or 'follow' us or contact us via social media, we keep a record of that. Your replies to us, messages you send us, and other activity linked to our posts may be seen by members of our staff and our associates. Our training and contracts with them hold them to high standards of data protection.

No Sale or Exchange of Data



We do not sell or exchange your personal data with organisations who may want to sell to you or use your data for research or other purposes.

Data Location and Platforms

We use mainstream software packages for our email, client records, and accounting. This means that some of your data may be held in the EEA, USA, or elsewhere. All our suppliers have guaranteed appropriate security standards.

Data Sharing for Operational Purposes

The support team for our business includes IT support, administration, design, marketing, and accounting. These organisations have strictly limited access to your data only if the service they provide to us means they need it (for example, if we send you an invoice, our accountant needs to process the information on the invoice; or if you have a login issue, our IT support needs to access your login information).

Data Retention

Your information will be kept for the length of time set out in our retention period above. If you have subscribed to a newsletter or updates list, you will remain on the list while it is active until you unsubscribe.

Viewing Your Data

If you would like to know what information we hold about you, email the address above. We may require you to confirm your identity before proceeding. Providing we can legitimately disclose the information to you, we will provide you with a copy of the data we hold about you.

Your Rights

You have the right to know what information we hold about you, and to amend it if it is inaccurate.

If you feel that we have information we should not be keeping, or it is out of date or inaccurate, please let us know and we will take appropriate action.

You have a 'right to be forgotten'. If you want us to remove information about you, please let us know. If you have been a Client, we may not be able to immediately remove all data as we will have to ensure we can continue to comply with legal, accounting, regulatory and insurance requirements.

Legal Basis for Processing Your Data

Subscribing to our newsletters or email lists is by your consent. If you withdraw your consent we will stop processing this data about you.

Other than this, the information we hold is based on our needing the information to provide our products and services and run our business – so that we can perform our contract with you, and/or because we have a legitimate business interest in processing your data.



We also have a legal obligation to process certain personal data relating to our accounting and tax records.

Section B: For Prospects

Most of the information on prospects we process comes from you. We process it so we can reply to you, and if you contact us again we know what information you have already received.

Typically we collect your name, contact details, how you found us/we found you, and any background information from you or published by you on public social media or freely accessible online.

If you sign up to a newsletter or email list, you will be sent what you asked for. You can unsubscribe at any time by clicking the unsubscribe button or emailing us with your request.

If we email you individually or respond to an email sent to us, a copy of that email will also be stored. If you make an enquiry via our website, we will keep details of that enquiry and response for our data retention period.

We do not routinely keep special category data.

Section C: For Clients

When you buy something from us, we will collect information from you at the point of sale. This will include the information we collect about Prospects (above). We collect your email address, phone number and postal address so we can provide what we have contracted to, invoice you, and keep proper records of our business relationship.

We process your data to support the delivery of the goods and services you have bought. We keep records of the goods and services provided to you, and the information you give us, so that we can support you when needed and advice of any additional services you may need.

C1. Third Party Data

As well as your own personal data, you may need to provide us with personal data relating to your employees, workers, clients or suppliers; depending on the services we are providing to you. We hold all such information under strict confidentiality obligations, as set out in our terms of business.

C2. Financial Details

Credit and debit card payments are handled by an external secure processor (Stripe) in accordance with their data security policies. We receive limited information from our processor so that we can match your payment with your invoice. If you pay us by BACS or direct transfer, we usually only know the name of the person or organisation who paid, the amount, and any reference number provided.



We do not keep or use credit scores or use credit reference agencies.

Section D: Suppliers, Associates And Affiliates

If you become a supplier, associate or an affiliate/referrer, we keep a copy of the contract between us, and your bank details so that we can pay you. We also keep a record of all invoices and payments for accounting purposes.

We keep a record of the work you undertook for us or our clients, along with any comments, reviews or suggestions about that work, including complaints and their resolution.

This information is required to manage our client relationships and our supply chain.

If you are an affiliate or referrer, referrals you make to us may only be made with the knowledge and consent of the person being referred.

4. Complaints

If you have a complaint about the way we have handled your information or how we have responded to a request for information or removal, you can email us in the first instance at the email address on page 1. If we cannot resolve the issue, you can contact the Information Commissioner's Office as above.

