



Privacy Policy

Last updated: 11/10/2026

1. Who we are

This Privacy Policy explains how Corvanta Solutions Limited (“Corvanta”, “we”, “us” or “our”) collects, uses, shares and protects personal data. Corvanta Solutions Limited is the data controller responsible for your personal data, unless this policy states otherwise.

Data controller	Corvanta Solutions Limited
Company number	13867192 registered in [England and Wales]
Registered office	71-75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ
ICO registration	Processing
Privacy contact	Teamcorvanta@corvantasolutions.co.uk
Websites	www.corvantasolutions.co.uk and academy.corvantasolutions.co.uk (together, the “Websites”)

We trade as Corvanta Solutions and operate the Corvanta Business Education Academy (the “Academy”). We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003 (PECR).

This policy applies when you visit our Websites, register your interest in the Academy, purchase or take a course, enquire about or use our advisory services, receive our emails, or interact with our advertising and social media.

2. The personal data we collect

Category	Examples	How we obtain it
Identity and contact data	Name, email address, telephone number, job title, company name	From you, through our forms, Meta lead forms, checkout, email or correspondence
Business profile data	Company size, sector, the business challenges you tell us you want to address	From you, through registration forms and enquiries
Transaction data	Courses purchased, prices paid, invoices, payment status. We do not see or store full card details	From you and our payment provider



Category	Examples	How we obtain it
Learning data	Course enrolment, progress, completion, quiz results, work you submit	From your use of the Academy platform
Advisory client data	Information you share during advisory or retainer engagements, including business plans and financial information about your business	From you during an engagement
Marketing and communications data	Your marketing preferences, consent records, email opens and clicks	From you and our email platform
Technical and usage data	IP address, browser and device type, pages visited, referring website, advertising interactions	From cookies and similar technologies, subject to your consent where required

We do not intentionally collect special category data (for example, data about health, ethnicity or religious beliefs). Please do not share it with us unless we ask for it for a specific, explained reason.

3. How we use your data and our lawful basis

We only use personal data where the law allows. The table below sets out each purpose and the lawful basis we rely on under Article 6 UK GDPR.

Purpose	Lawful basis
To register your interest in the Academy and tell you when it opens, including early-access and launch offer details	Consent
To process your purchase, give you access to courses, and provide support	Performance of a contract
To deliver advisory and retainer services, and to manage our client relationship	Performance of a contract; legitimate interests (managing our business relationship)
To respond to your enquiries	Legitimate interests (responding to people who contact us); steps prior to entering a contract
To send you marketing emails about our courses and services	Consent; or, for existing customers, legitimate interests under the PECR “soft opt-in” (similar products and services, with an opt-out in every message)
To keep financial records, issue invoices and meet tax obligations	Legal obligation
To measure and improve our Websites, courses and advertising	Consent (for non-essential cookies and tracking); legitimate interests (improving our services)
To show you relevant advertising on social media, including through Meta Custom Audiences	Consent (for website tracking); legitimate interests (for customer and registrant)



Purpose	Lawful basis
	lists), which you may object to at any time
To protect our business, Websites and users, and to establish or defend legal claims	Legitimate interests; legal obligation

Where we rely on legitimate interests, we have weighed our interests against your rights and freedoms. You can ask us for details of that assessment.

We do not make decisions about you based solely on automated processing that produce legal or similarly significant effects.

4. Marketing

We will only send you marketing emails if you have given consent, or if you are an existing customer and we are telling you about similar courses or services. Every marketing email includes an unsubscribe link. You can also withdraw consent at any time by emailing [privacy@corvantasolutions.co.uk]. Withdrawing consent does not affect processing carried out before you withdrew it.

We keep a record of when and how you gave consent, and the wording you agreed to.

5. Meta (Facebook and Instagram) advertising

We advertise on Facebook and Instagram, operated by Meta Platforms Ireland Limited (“Meta”).

- **Lead forms.** If you register your interest through a form within a Facebook or Instagram advert, the details you submit are passed to us. Meta processes that form data on our behalf. Meta’s own use of your data is governed by Meta’s Privacy Policy.
- **Meta Pixel.** With your consent, our Websites use the Meta Pixel to measure the effectiveness of our advertising and to show relevant adverts to people who have visited our Websites. For the collection and transmission of this data, we and Meta are joint controllers under Meta’s Controller Addendum; Meta is responsible for its subsequent processing. You can withdraw consent at any time through our cookie settings.
- **Custom Audiences.** We may upload customer or registrant email addresses to Meta in hashed (encrypted) form to show you relevant adverts, or to exclude you from adverts you do not need to see. Meta deletes the matched data after the audience is created. You can object to this at any time by contacting us.



6. Who we share your data with

We do not sell your personal data. We share it only with trusted service providers who process it on our behalf under written contracts, and only as far as necessary:

Recipient	Purpose
[Thinkific Labs Inc.]	Hosting and delivering Academy courses, enrolment and checkout
[Payment provider, Stripe]	Processing payments securely
[Microsoft Email platform]	Sending registration, course and marketing emails
Meta Platforms Ireland Limited	Advertising, lead forms and measurement (see Section 5)
[Ionos website host / website platform]	Hosting our Websites
[Analytics provider, e.g. Google Analytics]	Website analytics, with your consent
[Quickbooks accounting software]	Invoicing and financial records
Professional advisers	Accountants, lawyers and insurers, where necessary

We may also disclose personal data where required by law, to a regulator or law enforcement body, or as part of a sale or restructuring of our business, in which case the recipient will be bound by equivalent protections.

7. International transfers

Some of our service providers may be based outside the UK, or process data outside the UK. Where personal data is transferred outside the UK, we make sure it is protected by one of the following safeguards:

- the destination country is covered by UK adequacy regulations (for example, the European Economic Area, and Canada for commercial organisations);
- for the United States, the recipient is certified under the UK Extension to the EU–US Data Privacy Framework; or
- we use the International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses approved under UK law.

You can contact us for more information about the safeguards that apply to a particular transfer.



8. How long we keep your data

Data	Retention period
Registration of interest (no purchase)	[12 months] after registration or your last engagement with our emails, unless you withdraw consent sooner
Customer and course records	For as long as you have access to your course, then [2 years]
Financial and transaction records	6 years from the end of the financial year to which they relate, to meet tax and accounting requirements
Advisory client records	6 years after the end of the engagement
Enquiries that do not lead to a sale	[12 months] from our last contact
Marketing consent and suppression records	For as long as we hold your data; unsubscribe records are kept so that we do not contact you again
Cookie and tracking data	As set out in our Cookie Policy

When data is no longer needed, we securely delete or anonymise it.

9. Your rights

Under UK data protection law you have the right to:

- **Access** your personal data and receive a copy of it;
- **Rectification** of inaccurate or incomplete data;
- **Erasure** of your data in certain circumstances;
- **Restriction** of processing in certain circumstances;
- **Data portability**: to receive data you provided to us in a structured, machine-readable format, where processing is based on consent or contract;
- **Object** to processing based on legitimate interests, and to object at any time to direct marketing, including profiling for marketing;
- **Withdraw consent** at any time, where we rely on consent.

To exercise any of these rights, email [privacy@corvantasolutions.co.uk]. We will respond within one month. We may need to verify your identity before acting on a request. There is normally no fee.

10. Complaints

If you have concerns about how we handle your personal data, please contact us first so we can try to resolve them. You also have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection: www.ico.org.uk, telephone 0303 123 1113.

11. Cookies

Our Websites use cookies and similar technologies. Non-essential cookies, including analytics and advertising cookies such as the Meta Pixel, are only placed with your consent, which you can give or



withdraw through the cookie banner and cookie settings. For full details, see our Cookie Policy at [www.corvantasolutions.co.uk/cookie-policy].

12. Security

We use appropriate technical and organisational measures to protect personal data against unauthorised access, loss or misuse. These include secure, access-controlled systems, encrypted connections and reputable service providers. Access to personal data is limited to those who need it. If a personal data breach occurs that is likely to result in a risk to your rights and freedoms, we will notify the ICO and, where required, you.

13. Children

Our Websites, courses and services are intended for business professionals aged 18 and over. We do not knowingly collect personal data from children.

14. Links to other websites

Our Websites may link to other websites and platforms, including social media. We are not responsible for their privacy practices; please read their privacy policies.

15. Changes to this policy

We may update this Privacy Policy from time to time. The latest version will always be published on our Websites, with the date it was last updated. Where changes are significant, we will tell you by email or through a notice on our Websites.

16. Contact us

For any questions about this policy or your personal data, contact: Corvanta Solutions Limited, [Registered office address]. Email: Teamcorvanta@corvantasolutions.co.uk