

Privacy Notice

Effective Date: 01/03/2025

Guide2HE Pathways (“we”, “our”, or “us”) are committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, store, and protect your personal data when you engage with our services, including consultancy for higher education opportunities in the UK in compliance with the UK **Data Protection Act 2018**, **GDPR** and Indian data protection laws, including the **Personal Data Protection Bill (PDPB)**, and any other applicable privacy regulations.

By using our services, you agree to the collection and use of information in accordance with this Privacy Notice.

I. Information We Collect

We collect the following types of personal information:

- **Personal Identification Information:** Name, contact details (email, phone number, address), and date of birth.
- **Educational Information:** Academic records, qualifications, and personal statements.
- **Application Information:** University choices, course preferences, and supporting documents.
- **Financial Information** (where applicable): Details related to scholarship applications or financial aid.
- **Sensitive Information:** Any additional information you choose to share (e.g., special requirements or preferences regarding education or accommodation).

II. How We Use Your Information

We use your personal data for the following purposes:

- To provide consultancy services related to higher education in the UK.
- To assist with university applications, including guidance on course selection, application processes, and admissions requirements.
- To help with visa and accommodation arrangements.

- To offer personalised advice and respond to queries regarding your higher education goals.
 - To send you relevant updates, newsletters, or other communication that may interest you.
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III. How We Share Your Information

We may share your information with:

- **Universities and Colleges:** For the purpose of application processing, admissions, and scholarship consideration.
- **Educational Bodies or Accreditation Authorities:** If required for verification or regulatory purposes.
- **Service Providers:** Trusted third parties who assist us in delivering our services (e.g., IT support, email distribution, or financial services), ensuring they adhere to applicable data protection laws.
- **Legal Requirements:** We may disclose your information if required to do so by law or if we believe that such action is necessary to comply with a legal obligation or to protect our rights or the rights of others.

We do not sell, rent, or lease your personal data to third parties for marketing purposes.

IV. How We Protect Your Information

We take the security of your personal data seriously. We use industry-standard security measures, including encryption, secure servers, and access controls, to protect your data from unauthorized access, alteration, disclosure, or destruction.

V. Retention of Your Data

We will retain your personal data for as long as necessary to provide you with our services or to comply with legal, regulatory, or contractual obligations. After that period, your data will be securely deleted or anonymised.

VI. Your Rights

Under the UK Data Protection Act 2018 and GDPR, you have the following rights:

- **Right to Access:** You can request a copy of the personal data we hold about you.

- **Right to Rectification:** You can request that we correct any inaccurate or incomplete information we hold about you.
- **Right to Erasure:** You can request that we delete your personal data, subject to certain legal restrictions.
- **Right to Restrict Processing:** You can ask us to limit how we process your personal data in certain situations.
- **Right to Object:** You can object to the processing of your personal data, particularly where we are relying on legitimate interests.
- **Right to Data Portability:** You can request a copy of your data in a structured, commonly used format to transfer it to another service provider.
- **Right to Withdraw Consent:** Where we are processing your data based on consent, you can withdraw that consent at any time.

Under the Indian Personal Data Protection Bill, you have the following rights concerning your personal data:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Correction:** You can request that we correct any inaccurate or incomplete information we hold.
- **Right to Erasure:** You can request the deletion of your personal data under specific conditions.
- **Right to Restriction:** You can request that we limit the processing of your personal data in certain situations.
- **Right to Object:** You can object to the processing of your personal data, especially if it is processed for marketing purposes.
- **Right to Data Portability:** You can request to receive your data in a structured, commonly used format and transfer it to another service provider.
- **Right to Withdraw Consent:** You can withdraw your consent to the processing of your data at any time, although this may affect our ability to deliver certain services to you.

If you wish to exercise any of these rights, please contact us using the details provided below.

VII. Changes to This Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be posted on this page, and where appropriate, we will notify you via email. Please check back periodically to stay informed about how we are protecting your personal information.

VIII. Contact Us

If you have any questions or concerns about this Privacy Notice or how your personal data is processed, please contact us:

Guide2HE Pathways

Address: 3/189, South Street, Ullikkottai, Mannargudi, Tamil Nadu, India, 614810

Email: info.guide2hepathways@gmail.com

Phone: +91 9597971664

This Privacy Notice is intended to ensure transparency in how your personal data is handled and to comply with applicable data protection laws in the UK.