Membership Terms and Conditions

The Academy by The iT Store

Last updated: 13 October 2026

The key points

- Every plan starts with a **7-day free trial**. We take your card details at the start but charge nothing until the trial ends. We will email you before it ends.
- Monthly membership is **£15 a month**. Annual membership is **£119 a year**. Both renew automatically until you cancel.
- You can **cancel at any time** from your account page, or by phoning or emailing us. You keep access until the end of the period you have paid for.
- Our videos and guides are for your own personal use. Please do not share your login or copy our content.
- We will **never ask for your passwords, PIN or bank details** by phone, email or message. If someone claiming to be us does, it is a scam.
- Our help is general guidance on using your devices. We are not responsible for your device, your data or third-party apps.

1. About us

The Academy is run by The iT Store Academy Ltd, a company registered in England and Wales (number 17177456). Our registered office is 6-8 Longmarket, Canterbury, CT1 2JS. We are a separate company from The iT Store retail store, although we work closely together.

You can contact us by email at admin@theitstore.academy or in writing to The iT Store Academy Ltd, 6-8 Longmarket, Canterbury, Kent CT1 2JS.

2. These terms

These terms apply when you sign up to and use The Academy at https://theitstore.academy. By creating an account you agree to them. Please read them, and our Privacy Policy and Cookie Policy, which form part of them.

If anything is unclear, ask us. We are happy to talk it through.

3. Who can join

You must be 18 or over and live in the UK. A membership is for one person. You can use it on any of your own devices.

4. Your account

- Give us accurate details and keep them up to date.
- Keep your password private. Do not share your login with anyone else.
- Tell us straight away if you think someone else has used your account.
- If a family member or carer helps you, they may use the account with you, but the membership stays yours.

5. Membership plans and free trial

Plan	Price	Renews
Monthly	£15 per month	Every month
Annual	£119 per year	Every 12 months

Prices include any applicable tax. We are not currently VAT registered.

- **Free trial.** New members get a 7-day free trial, once per person. We take your card details when you sign up. If you do not cancel before the trial ends, your chosen plan starts and we take the first payment.
- **Reminder.** We will email you at least 3 days before your trial ends, telling you the date and the amount we will charge.
- **Discount codes and complimentary access.** We may offer codes, complimentary access or special prices, for example to existing customers or through partner organisations. Each offer has its own conditions, which we will tell you about. Offers cannot be exchanged for cash.

6. Payments and renewals

- Payments are taken by card through Stripe, our payment provider. We do not see or store your full card details.
- Your membership renews automatically at the end of each period, and we take payment on the renewal date.
- For annual memberships, we will email you at least 14 days before renewal with the date and price.
- If a payment fails, we will let you know and try again. If it still fails, we may pause your access until it is resolved.
- **Price changes.** We will give you at least 30 days' notice by email before any price change. The new price applies from your next renewal after that notice. If you do not want to continue, you can cancel before then.

7. Cancelling

You can cancel at any time. You can do it from your account page in a few clicks, or by emailing or phoning us. We will confirm your cancellation by email.

When you cancel, you will not be charged again. You keep access until the end of the period you have already paid for.

8. Your legal right to change your mind

By law you have 14 days from the day you sign up to cancel and get your money back (the “cooling-off period”).

- If you cancel during your free trial, you pay nothing.
- If you cancel within 14 days of your first payment, we will refund that payment in full.
- We will refund you using the same card, within 14 days of you telling us.

9. Refunds after the cooling-off period

- **Monthly:** we do not refund part-months, but you keep access until the end of the month you paid for.
- **Annual:** if you cancel within 14 days of an annual renewal payment, we will refund it in full. After that, we do not refund the remaining months, but you keep access until the end of your membership year.
- If something has gone wrong on our side, for example the service was unavailable for a long time, please contact us. Your legal rights are not affected by anything in these terms.

10. What your membership includes

Your membership gives you access to:

- our library of training videos and downloadable guides;
- our AI assistant (see section 13);
- the ability to book support sessions, as described on our website at the time of booking.

We add and update content regularly. We may also add new features, such as live sessions or member community areas. We may change or remove older content, but we will not reduce the main things your membership offers without telling you first. If a change is to your disadvantage, you can cancel and we will refund any payment covering the time after the change.

11. Using our content

All videos, guides, text and designs on The Academy belong to us or the people who license them to us.

You may watch, read and download them for your own personal, non-commercial use. You may not copy, share, sell, publish, record or upload them anywhere else, or let anyone outside your membership use them.

12. Fair and respectful use

When using The Academy, please do not:

- share your login, or let other people use your membership;
- try to download, copy or scrape our videos or content in bulk;
- try to break into, damage or overload the website, or get around any security or payment features;
- upload anything unlawful, harmful, abusive or offensive, or anything containing viruses;
- pretend to be someone else;
- be abusive or threatening towards our staff.

If you break these rules, we may suspend or close your account (see section 17).

13. Our AI assistant

The Academy includes an AI assistant that answers questions about using your devices. It is run using Silicon Flow.

- The assistant is a computer program, not a person. Its answers are generated automatically and can sometimes be wrong or out of date.
- Use it for general guidance only. Double-check anything important, and contact us if you are unsure.
- **Never type passwords, PINs, bank or card details, or other private information into the assistant.**
- Do not rely on it for medical, legal, financial or safety advice.
- We may keep conversations to improve our service and keep it safe, as explained in our Privacy Policy.

14. Support sessions and help with your devices

You can book support sessions through Calendly, our booking provider. Session details, any extra charges and the cancellation rules are shown when you book.

When we help you with your device:

- **Back up your device before any session.** We are not responsible for losing data, photos or settings.

- We give general help on how to use your device. We do not repair devices through The Academy. Repairs are handled separately by The iT Store under its own terms.
- We will never ask for your passwords and will ask you to type them yourself if they are needed.
- We are not responsible for apps, services or products made by other companies, such as Apple, your bank or your mobile network.

15. Availability of the service

We work hard to keep The Academy running, but we cannot promise it will always be available or free of errors. We may need to pause it for maintenance or updates, and we will try to do this at quiet times. You need a working internet connection and a suitable device to use it.

16. Our responsibility to you

- We will provide our service with reasonable care and skill.
- If we break these terms, we are responsible for loss or damage you suffer that is a foreseeable result of that. We are not responsible for loss that was not foreseeable.
- We only supply The Academy for personal use. We are not responsible for business losses.
- Our total responsibility to you is limited to the amount you paid us in the 12 months before the problem happened.
- Nothing in these terms limits our responsibility for death or personal injury caused by our negligence, for fraud, or for anything else that cannot be limited by law. Your legal rights as a consumer are not affected.

17. If we need to suspend or close your account

We may suspend or close your account if you seriously or repeatedly break these terms, if a payment is not made, or if we need to for legal or security reasons. Where we can, we will warn you first and give you a chance to put things right.

If we close The Academy altogether, we will give you at least 30 days' notice and refund any payment covering the time after it closes.

18. Changes to these terms

We may update these terms from time to time, for example to reflect changes in the law or in our service. We will email you about any important changes at least 30 days before they take effect. If you do not agree, you can cancel before then.

19. Complaints

If you are unhappy with anything, please tell us first. Contact us at admin@theitstore.academy or in writing to The iT Store Academy Ltd, 6-8 Longmarket, Canterbury, Kent CT1 2JS. We aim to reply within 5 working days and to resolve complaints within 14 days.

If we cannot sort it out, you can get free, independent advice from Citizens Advice (www.citizensadvice.org.uk/consumer) on 0808 223 1133.

20. Other legal points

- These terms are between you and us. Nobody else has rights under them.
- If a court decides part of these terms is invalid, the rest still applies.
- If we do not enforce our rights straight away, we can still do so later.
- These terms are governed by the law of England and Wales. You can bring proceedings in the courts of England and Wales, or, if you live in Scotland or Northern Ireland, in the courts there.