Privacy Policy

The Academy by The iT Store

Last updated: 13 October 2026

We only collect the information we need to run your membership and help you with your devices. We never sell your information.

1. Who we are

The iT Store Academy Ltd (company number 17177456), 6-8 Longmarket, Canterbury, CT1 2JS, is the “controller” of your personal information. This means we decide how it is used and are responsible for looking after it. We are registered with the Information Commissioner’s Office (ICO), registration number [number].

For any privacy question, contact us at admin@theitstore.academy or in writing to The iT Store Academy Ltd, 6-8 Longmarket, Canterbury, Kent CT1 2JS.

2. What information we collect

Type	Examples
Account details	Name, email address, password (stored securely, we cannot see it), phone number if you give it
Membership and payment	Your plan, start and renewal dates, payment history. Card details are handled by Stripe, not us
Your devices and experience	The devices you use, their software version, and your answers to our short skills check, so we can suggest the right videos
How you use The Academy	Videos watched, guides downloaded, pages visited, log-in times, device and browser type
AI assistant conversations	The questions you ask and the answers given
Support and bookings	Session bookings, notes from support sessions, and emails or calls with us
Marketing choices	Whether you want to hear from us about news and offers

We do not need any sensitive information, such as health details. Please do not share it with us or the AI assistant.

3. How we use it and why

The law says we must have a valid reason (a “lawful basis”) for each use.

What we do	Our lawful basis
Create and run your account, take payments, provide videos, guides, the AI assistant and support sessions	Needed to perform our contract with you
Send service emails, such as trial and renewal reminders, receipts and important changes	Needed to perform our contract with you
Recommend content that suits your devices and experience	Our legitimate interest in giving you a useful service
Keep the service safe, prevent fraud and fix problems	Our legitimate interest in running a secure service
Understand how The Academy is used and improve it, including reviewing AI assistant conversations	Our legitimate interest in improving our service
Send news, tips and offers by email	Your consent, which you can withdraw at any time
Keep financial records for tax purposes	Legal obligation

4. Who we share it with

We use trusted providers to run The Academy. They may only use your information to provide their service to us, and must keep it safe.

- **Stripe** — payments
- **Supabase** — secure database for accounts and content
- **Vercel** — website hosting
- **Mux** — video playback
- **Calendly** — booking support sessions
- **Resend**— sending emails
- **Silicon Flow** — powering the AI assistant
- **Our developer** — builds and maintains the website under a confidentiality and data protection agreement

We only share your information with The iT Store retail store if you ask us to, for example when you need a repair. We may also share information if the law requires it, or with professional advisers such as our accountant.

5. Information sent outside the UK

Some of our providers store or process information outside the UK, for example in the USA or the EU. When they do, we make sure it is protected by approved safeguards, such as the UK's data adequacy rules or standard contract terms approved for UK data.

6. How long we keep it

Information	How long
Account details	While you are a member, then 2 years after you leave in case you rejoin, then deleted
Payment and financial records	6 years, as required for tax
AI assistant conversations	12 months
Support notes and emails	2 years after your last contact
Marketing preferences	Until you unsubscribe, then a record that you opted out

7. Your rights

You have the right to:

- ask for a copy of the information we hold about you;
- ask us to correct anything that is wrong;
- ask us to delete your information (we may need to keep some, such as financial records);
- object to us using your information based on our legitimate interests;
- ask us to limit how we use it;
- ask for your information in a format you can take elsewhere;
- withdraw your consent to marketing at any time, using the link in any email or by contacting us.

To use any of these rights, contact us. It is free, and we will reply within one month. We may need to check your identity first.

8. Keeping your information safe

We use secure, encrypted connections and reputable providers. Only people who need your information to do their job can see it. We will never ask for your password, and we recommend you use a strong password that you do not use anywhere else.

9. Children

The Academy is for adults aged 18 and over. We do not knowingly collect information about children.

10. Complaints

If you are worried about how we use your information, please contact us first so we can try to put it right. 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. You can also complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint or on 0303 123 1113.

11. Changes to this policy

We may update this policy from time to time. We will tell you by email about any important changes.