

Privacy Policy

Imagine Education (trading as SJA Education Ltd)

Last updated: 14 August 2026

We are the data controller for the personal data described here. Contact: team@imagineeducation.io.

SJA Education Ltd is registered in England and Wales, company number 15511060, registered office 2nd Floor College House, 17 King Edwards Road, Ruislip, London, HA4 7AE.

1. What we collect

You give us: name, email address, billing address, phone number, account and platform handles, and anything you send us by email, SMS, phone, community message, support ticket or on a call.

Created through your use: login and access records, course progress, submitted work, community activity and coaching notes.

Payment data: our payment providers process your card details. **We do not receive or store full card numbers.** We receive transaction records, the last four digits and billing information.

Automatically: IP address, device and browser information, and usage data from our platform.

Social media metrics: where your product includes account analytics and you authorise the connection, we use a third-party data provider to retrieve performance metrics from the social media accounts you connect, such as follower counts, post performance and engagement. We do not receive your social media password. You can ask us to disconnect at any time.

Recordings: calls and sessions are recorded. Recordings and transcripts are personal data and are covered by this policy.

2. Why we use it, and our lawful basis

Purpose	Lawful basis
Providing the product you bought	Performance of a contract
Taking payment and managing payment plans	Performance of a contract
Support and communication about your purchase	Performance of a contract
Keeping records of purchases, agreements and access	Legal obligation and legitimate interests
Responding to payment disputes and chargebacks	Legitimate interests (establishing and defending legal claims)
Improving our products and training our team	Legitimate interests
Marketing to existing customers by email, SMS or phone	Legitimate interests, with opt-out
Marketing to prospects by email, SMS or phone	Consent, with opt-out

3. Who we share it with

- **Payment providers and processors**, to take payment and manage plans

- **Card networks and issuing banks**, where we respond to a payment dispute. This will include your purchase record, agreement, communications and access history
- **Software providers** we use to run the business, including course hosting, community, CRM, email, SMS and telephone, scheduling, automation, e-signature and call recording tools
- **A social media data provider**, where you have connected an account for analytics, to retrieve metrics from that account
- **Professional advisers**, such as accountants and lawyers
- **Authorities**, where required by law

We do not sell your personal data.

4. International transfers

Some providers are outside the UK. Where personal data is transferred outside the UK we rely on adequacy regulations or appropriate safeguards such as the International Data Transfer Agreement or Addendum.

5. How long we keep it

- Purchase, agreement and payment records: **7 years** after the end of the relationship, for tax, accounting and dispute purposes
- Call recordings and transcripts: 7 years
- Account and progress data: for the duration of your access and 7 years afterwards
- Marketing data: until you opt out, then a suppression record so we do not contact you again

6. Your rights

You have the right to access your data, to have inaccurate data corrected, to request erasure, to restrict or object to processing, to data portability, and to withdraw consent where we rely on it.

Where we must keep records to comply with legal obligations or to establish or defend legal claims we may not be able to erase them, and we will tell you if that applies.

To exercise any right, email **team@imagineeducation.io**. We respond within one month.

You can complain to the Information Commissioner's Office at **ico.org.uk** or 0303 123 1113.

6A. Marketing

If you buy from us, or give us your details through one of our free resources, forms or calls, we may contact you about our products by **email, SMS and telephone**.

You can stop this at any time. Reply STOP to any text, use the unsubscribe link in any email, tell us on a call, or email **team@imagineeducation.io**. We will action it and keep a suppression record so you are not contacted again by mistake.

Opting out of marketing does not affect messages we need to send you about a purchase you have made, such as delivery, access or payment information.

7. Security

We use access controls, authentication and reputable providers to protect your data. No system is completely secure and we cannot guarantee absolute security.

8. Children

Our Services are for adults aged 18 and over. We do not knowingly collect data from anyone under 18. If you believe we have, contact us and we will delete it.

9. Cookies

Our website and platform use cookies for essential functionality, analytics and marketing. You can control cookies through your browser settings. Blocking essential cookies may stop parts of the platform working.

10. Changes

We may update this policy. The current version is always available on request from team@imagineeducation.io and is published with our other policies.

11. Contact

team@imagineeducation.io