



Privacy Policy for AdKnow Limited

Updated: [19 Jan, 2026]

1. Who we are.

AdKnow Limited is a training & consultancy business based in the United Kingdom.

Contact: 61 Bridgae Street, Kingston, HR5 3DY

Email: enquiries@adknow.limited

Tel: 07

Our Data Protection Officer is Mark Smith and can be reached at enquiries@adknow.limited

2. What personal data we collect.

-Identity:** name, job title, company name.

-Contact:** email address, phone number, postal address.

-Professional:** billing address, VAT number, dietary/access requirements (for events).

-Technical:** IP address, browser type, pages visited (via cookies – see §9).

-Marketing:** your preferences, survey answers, testimonials.

3. Why we use it (purpose & lawful basis).

| Purpose | Lawful basis |

To:

1. Deliver training, send joining instructions, issue certificates | Contract |
2. Invoice & take payment | Contract |
3. Keep basic records for accounting & tax | Legal obligation |
4. Email you similar services (max 2× per quarter) – unsubscribe any time | Legitimate interest |
5. Send you tips, webinars, newsletters – only if you opt-in | Consent |
6. Improve website & measure ads | Consent (cookies) |



4. Where the data comes from.

- You (booking forms, contact form, email, phone, LinkedIn messages).
- Cookies & Google Analytics when you browse.

5. Who we share it with.

- Zoom, Tyl (Natwest), Mailchimp, Google Workspace – all GDPR-ready processors.
- HM Revenue & Customs when legally required.
- We never sell or swap data.

6. International transfers

We pick UK or EU-hosted services wherever possible. If a processor stores data in the US (e.g., Mailchimp) we rely on the UK-approved Standard Contractual Clauses.

7. How long we keep it.

- Training records & certificates: 6 years (professional-body rules).
- Financial records: 6 years + current year (HMRC).
- Marketing consent: until you unsubscribe or 2 years after last interaction.
- Website logs: 30 days.

We review everything annually and delete when no longer needed.

8. Your rights.

You can:

- see what we hold (access)
- fix mistakes (rectification)
- ask us to delete it (erasure)
- restrict processing
- receive an export (portability)
- object to direct marketing
- withdraw consent at any time



Just email Mark Smith at enquiries@adknow.limited – we will acknowledge your request by reply within 30 days.

You can also complain to the ICO: ico.org.uk (<https://ico.org.uk>) / 0303 123 1113.

9. Cookies & tracking

We use essential cookies (site security) and optional ones (Google Analytics, LinkedIn Insight). You get a clear banner to accept or reject non-essential cookies.

See our separate Cookie Policy for the full list.

10. Security

We ensure the following are in place:

Password managers, 2-factor auth, encrypted laptops/USBs, and annual staff training. If we ever have a breach that risks your rights, we'll tell you (and the ICO) within 72 hours.

11. Updates

We'll change this notice when we launch new services or the law moves. The "updated" date at the top will change; significant changes will be flagged on the home page.