



PRIVACY POLICY

Effective date: 20 February 2026

Last updated: 23 July 2026

1. Introduction

Athena GESDA Ltd ("Athena GESDA", "we", "our", or "us") is committed to protecting the privacy, confidentiality and security of the personal information entrusted to us. This Privacy Policy explains how we collect, use, disclose, transfer, store and protect personal information when individuals interact with Athena GESDA, including through our website, consultancy services, international education programmes, events, roadshows, training activities, strategic partnerships and business operations.

We recognise that privacy is fundamental to building trusted relationships with universities, educational institutions, governments, commercial organisations, students and professional partners worldwide. We are committed to processing personal information responsibly, transparently and in accordance with applicable data protection legislation.

This Privacy Policy has been prepared in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)
- Other applicable UK data protection legislation

Where local laws impose additional requirements in countries where we operate, we will comply with those requirements where applicable.

2. About Athena GESDA

Athena GESDA Ltd is an international education consultancy headquartered in the United Kingdom.

Our services include, but are not limited to:

- International student recruitment consultancy
- Institutional partnership development
- International education strategy
- Market entry consultancy
- Global recruitment roadshows
- International education events
- Leadership immersion programmes
- Professional development and training
- Counsellor engagement
- University-industry collaboration
- Global Capability Centre (GCC) advisory services
- Research collaboration facilitation
- Employer engagement initiatives

- Graduate employability programmes
- International mobility programmes
- Education marketing consultancy

For the purposes of UK data protection legislation, Athena GESDA Ltd acts as the Data Controller in relation to the personal data we collect.

3. Contact Details

Athena GESDA Ltd
United Kingdom

Email: info@athenagesda.org

Website: www.athenagesda.org

Should you have any questions regarding this Privacy Policy or your personal information, please contact us using the details above.

4. Scope of this Policy

This Privacy Policy applies to personal information collected through:

- our website;
- enquiry forms;
- event registrations;
- consultancy engagements;
- international roadshows;
- webinars;
- conferences;
- training programmes;
- networking events;
- marketing campaigns;
- social media interactions;
- telephone conversations;
- email correspondence;
- surveys;
- recruitment activities;
- business development activities; and
- any other interaction with Athena GESDA.

This Privacy Policy applies whether you are:

- a university representative;
- prospective client;
- existing client;

- student;
- parent or guardian;
- education counsellor;
- school representative;
- commercial partner;
- government representative;
- supplier;
- consultant;
- contractor;
- website visitor.

5. Personal Information We Collect

The information we collect depends upon how you engage with Athena GESDA.

Identity Information

This may include:

- full name;
- title;
- date of birth (where necessary);
- nationality (where relevant);
- passport details (only where travel arrangements require them);
- photograph (where voluntarily provided).

Contact Information

Including:

- email address;
- telephone number;
- postal address;
- country;
- organisation address.

Professional Information

Such as:

- employer;
- university;
- institution;
- organisation;
- department;
- job title;
- professional responsibilities;
- recruitment territories;

- areas of interest.

Student Information

Where applicable:

- intended study destination;
- programme interests;
- academic qualifications;
- expected intake;
- educational history;
- English language qualifications;
- scholarship interests.

Event Information

Including:

- event registrations;
- dietary requirements;
- accessibility requirements;
- travel information;
- accommodation preferences;
- attendance records.

We only collect special category data (such as health information relating to accessibility or dietary requirements) where voluntarily provided and where necessary to deliver our services.

Financial Information

Where applicable:

- invoicing details;
- billing address;
- VAT information;
- purchase records;
- transaction history.

Athena GESDA does not store complete payment card information.
Payments are processed securely through regulated third-party payment providers.

Website Information

When visiting our website we may collect:

- IP address;
- browser type;
- operating system;

- device type;
- pages visited;
- session duration;
- referring website;
- geographic location (approximate);
- cookie identifiers.

6. How We Collect Information

Information may be collected directly when you:

- contact us;
- complete website forms;
- register for an event;
- request consultancy services;
- subscribe to newsletters;
- request publications;
- attend webinars;
- participate in roadshows;
- engage with us through social media;
- enter competitions or surveys.

Information may also be received from:

- partner universities;
- schools;
- education agencies;
- government organisations;
- strategic partners;
- conference organisers;
- publicly available professional sources such as LinkedIn;
- referrals from existing clients.

7. How We Use Your Information

We process personal information only where there is a lawful basis to do so.
We may use information for the following purposes.

Delivering Consultancy Services

Including:

- strategic advice;
- project management;
- partnership development;
- institutional engagement;
- market research;
- reporting.

Delivering Events

Including:

- confirming registrations;
- issuing joining instructions;
- managing delegates;
- producing attendance lists;
- arranging logistics;
- issuing certificates.

Business Administration

Including:

- issuing invoices;
- processing payments;
- maintaining accounting records;
- responding to enquiries;
- managing contracts.

Relationship Management

Including:

- maintaining client relationships;
- responding to requests;
- arranging meetings;
- providing customer support.

Marketing

Subject to applicable laws, we may send information regarding:

- future roadshows;
- new consultancy services;
- publications;
- webinars;
- industry insights;
- newsletters;
- conferences;
- training opportunities.

Recipients may unsubscribe at any time.

Website Improvement

Information is used to:

- improve website performance;
- understand visitor behaviour;
- improve user experience;
- enhance security.

Legal and Regulatory Compliance

Including:

- fraud prevention;
- regulatory reporting;
- legal claims;
- compliance with applicable legislation.

8. Legal Basis for Processing

Depending on the circumstances, we rely on one or more of the following lawful bases:

- Consent
- Performance of a Contract
- Legitimate Interests
- Compliance with Legal Obligations
- Protection of Vital Interests (where applicable)

Our legitimate interests include operating and developing Athena GESDA, delivering high-quality services, protecting our business, improving client experience and promoting our services responsibly.

9. Marketing Communications

We may contact individuals regarding services similar to those previously requested where permitted by law.

Marketing communications may include:

- newsletters;
- event invitations;
- consultancy updates;
- publications;
- market insights.

You may opt out at any time by:

- clicking "unsubscribe";
- contacting us directly; or
- emailing info@athenagesda.org

10. Cookies and Analytics

Our website uses cookies and similar technologies to:

- enable website functionality;
- remember preferences;
- analyse traffic;
- improve performance;
- enhance security.

Analytics tools may include services such as Google Analytics or equivalent platforms.

Users may disable cookies through browser settings, although this may affect website functionality.

A separate Cookie Policy provides further information.

11. Sharing Personal Information

We only disclose personal information where necessary.

Recipients may include:

- payment processors;
- banks;
- accounting providers;
- cloud hosting providers;
- CRM providers;
- IT support providers;
- legal advisers;
- insurers;
- auditors;
- universities;
- schools;
- education partners;
- conference organisers;
- travel providers;
- hotels;
- government agencies;
- regulatory authorities.

All third parties are expected to process information securely and only for authorised purposes.

We do not sell personal information.

12. International Transfers

Athena GESDA works internationally across Europe, Asia, Africa, the Middle East and other regions.

Accordingly, personal information may occasionally be transferred outside the United Kingdom.

Where transfers occur, we implement appropriate safeguards, including:

- UK International Data Transfer Agreement (IDTA);
- Standard Contractual Clauses;
- adequacy decisions recognised by the UK Government;
- contractual confidentiality obligations;
- secure cloud storage providers.

13. Information Security

Protecting information is a core priority.

Measures include:

- encrypted cloud storage;
- secure password policies;
- multi-factor authentication where appropriate;
- role-based access controls;
- antivirus protection;
- firewalls;
- regular software updates;
- secure payment gateways;
- staff confidentiality obligations;
- supplier due diligence.

While we take reasonable precautions, no method of electronic transmission or storage can be guaranteed to be completely secure.

14. Data Retention

We retain information only for as long as reasonably necessary.

Typical retention periods include:

Record	Retention Period
Client enquiries	2 years
Consultancy records	7 years
Contracts	7 years
Financial records	7 years
Event registrations	3 years
Marketing records	Until consent withdrawn
Website analytics	Up to 26 months

Longer retention may apply where required by law or necessary to establish, exercise or defend legal claims.

15. Your Rights

Individuals may have the right to:

- request access;
- request correction;
- request deletion;
- request restriction of processing;

- object to processing;
- withdraw consent;
- request data portability;
- complain to the Information Commissioner's Office.

Requests will normally be responded to within one month.

16. Automated Decision Making

Athena GESDA does not make decisions producing legal or similarly significant effects solely through automated processing.

17. Children's Information

Our services are primarily intended for adults and organisations.

Where we engage with prospective students under the age of 16, we will process personal information only where appropriate consent or another lawful basis exists.

18. Third-Party Websites

Our website may contain links to external websites.

Athena GESDA is not responsible for the content, security or privacy practices of third-party websites.

Users should review those websites' own privacy policies.

19. Changes to this Policy

We reserve the right to amend this Privacy Policy periodically.

The latest version will always be published on our website with an updated revision date.

Where significant changes are made, we may notify affected individuals where appropriate.

20. Contacting Us

Questions regarding this Privacy Policy may be directed to:

Athena GESDA Ltd

Email: info@athenagesda.org

Website: www.athenagesda.org

We are committed to responding promptly and transparently to all privacy-related enquiries.

21. Complaints

If you believe your personal information has been handled improperly, please contact Athena GESDA first so that we have the opportunity to investigate and resolve your concerns.

If you remain dissatisfied, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).

Information Commissioner's Office

Website: <https://ico.org.uk>

Telephone: +44 (0)303 123 1113

Address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

United Kingdom

Document Control

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Applicable Jurisdiction: England and Wales.