



Data Privacy Policy

Customer Privacy Notice

THE ADMIN HIVE LTD

This privacy notice tells you what to expect us to do with your personal information.

- Contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- Who we share information with
- Sharing information outside the UK
- How to complain

Contact details

Email: hello@theadminhive.com

What information we collect, use, and why

We collect or use the following information to provide and improve products, courses, and matchmaking services:

- **Names and contact details** of Agency Clients looking for a Virtual Assistant, and Virtual Assistants purchasing courses or joining our network.
- **Addresses** for billing course purchases and establishing matchmaking contracts.
- **Occupation and business details** to assess a Client's outsourcing requirements and a VA's skill set.
- **Payment details** including bank account information for managing client-to-VA financial routing and encrypted card processing via Stripe for course sales.
- **Financial data** limited to invoice amounts and payout numbers necessary to facilitate and manage payment transfers.
- **Transaction data** including history of courses, resources, or matchmaking agency packages purchased.
- **Usage data** tracking how students interact with our course portal and how visitors navigate our landing pages.
- **Information relating to compliments or complaints** regarding our courses or matchmaking process.
- **Records of meetings and decisions** from discovery calls or onboarding consultations.
- **Account access information** created by VAs to access their purchased course dashboard.
- **Website and landing page user information.**
- **Marketing preferences, social media handles, and trackable requirements** regarding our training or matchmaking services.

- **Information about how you discovered our business**, including performance tracking from our Facebook and Instagram ads.
- **Visual and audio recordings** of live group coaching calls, course Q&As, or discovery consults.

We collect or use the following personal information for the operation of client or student accounts:

- Names and contact details
- Addresses
- Purchase, course enrollment, or service history
- Account information, including system registration details
- Marketing preferences
- Technical data, including information about browser and operating systems

We collect or use the following personal information for information updates, targeted advertising, or marketing purposes:

- Names and contact details
- Marketing preferences
- Purchase or course registration history
- Website and landing page user journey information
- IP addresses and digital tracking identifiers (e.g. the Meta Pixel)

We collect or use the following personal information to comply with legal requirements:

- Name
- Contact information
- Any other personal information required to comply with statutory legal and tax obligations

We collect or use the following personal information for network recruitment and onboarding purposes (VAs applying to join our matchmaking agency):

- Contact details (e.g. name, address, telephone number, email address)
- Date of birth
- Employment or professional business history (e.g. skill applications and references)
- Education history or professional qualifications

We collect or use the following personal information for dealing with queries, complaints, or claims:

- Names and contact details
- Addresses
- Payment details and transaction history
- Correspondence and supporting documentation

Lawful bases and data protection rights

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. Which lawful basis we rely on may affect your data protection rights, which are set out in brief below:

- **Your right of access:** You have the right to ask us for copies of your personal information.
- **Your right to rectification:** You have the right to ask us to correct or delete personal information you think is inaccurate.
- **Your right to erasure:** You have the right to ask us to delete your personal information.
- **Your right to restriction of processing:** You have the right to ask us to limit how we use your data.
- **Your right to object to processing:** You have the right to object to the processing of your personal data.
- **Your right to data portability:** You have the right to ask that we transfer the personal information you gave us to another organisation, or to you.
- **Your right to withdraw consent:** When we use consent, you have the right to withdraw it at any time.

Our lawful bases for the collection and use of your data

1. To provide products, courses, and matchmaking services:

- **Contract:** We collect and use information to carry out a contract with you or take steps to enter into one (e.g. delivering courses or matching clients with VAs).
- **Legal obligation:** To comply with tax, bookkeeping, and business laws.
- **Legitimate interests:** Our legitimate interests include:
 - Monitoring and optimising our website, landing pages, and course user experience.
 - Tracking how clients and VAs discover our business to optimise our marketing budget.
 - Measuring the performance and conversion success of our Meta ad campaigns.
 - Promoting our services and educational courses to existing or prospective networks.

2. For the operation of client or student accounts:

- **Contract:** To manage active accounts, system log-ins, and service execution.
- **Legitimate interests:** Our legitimate interests include the efficient administration of client profiles and student records, maintaining platform security, and ensuring organised communication trails for successful matchmaking.

3. For information updates or marketing purposes:

- **Consent:** We rely on your explicit consent when you opt into our email lists or downloads via our landing pages. You have the right to withdraw consent at any time.

- **Legitimate interests:** We rely on legitimate interests to send promotional content to existing clients or customers who have previously purchased from us, using a "soft opt-in," provided they have an easy way to opt-out.

Where we get personal information from

- Directly from you (forms on our landing pages, contracts, and course sign-ups)
- Publicly available sources

How long we keep information

We keep records for the UK statutory period of 6 years (e.g. financial and contract management records).

Who we share information with

- **Clients and VAs:** We securely share Client requirements with prospective Virtual Assistants, and Virtual Assistant profiles with prospective Clients, to facilitate a match. Once matched, they liaise directly for day-to-day work, and we do not process or monitor their active business data.

Data processors

1. **Cloud storage, CRM, and automation tools (e.g. Google Workspace, Dubsado, Systeme.io):** These secure platforms hold infrastructure files, manage contracts, deliver courses, and automate email delivery.
2. **Accountant (Caplin Bookkeeping):** Processes operational financial reporting and business accounts.

Others we share personal information with

- Debt collection agencies
- Professional, legal, or regulatory authorities

Sharing information outside the UK

When transferring data outside the UK, we ensure compliance with the UK GDPR using appropriate safeguards (such as the UK-US Data Bridge or standard adequacy rules).

Organisation name	Category of recipient	Country sent to	Safeguard Compliance
Google	Cloud Storage & Email	USA	Adequacy Regulations / UK-US Data Bridge.
Dubsado	Software Tool / CRM	USA	Adequacy Regulations / UK-US Data Bridge.
Stripe	Payment Processor	USA	Adequacy Regulations / UK-US Data Bridge.
Systeme.io	Course & Email Platform	USA / EU	Adequacy Regulations / EU Adequacy.
Meta Platforms, Inc.	Advertising & Analytics	USA	Adequacy Regulations / UK-US Data Bridge.
Canva	Design Software Tool	Australia	Adequacy Regulations.
Trustpilot	Review Platform Tool	Denmark	Adequacy Regulations.
Xero	Accounting Software	New Zealand	Adequacy Regulations.

How to complain

If you have concerns about our use of your data, contact us at hello@theadminhive.com. You can also complain to the ICO if you remain dissatisfied.

The ICO Contact Details:

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113

Website: www.ico.org.uk/make-a-complaint