PRIVACY NOTICE

Version 2.0 — updated September 11th, 2026

General Dynamics Int Ltd · Company No. 14642106 · ICO registration ZC216947

This notice explains how General Dynamics Int Ltd (trading as General Dynamics INT, “GDI”, “we”, “us”) collects, uses and protects your personal data under UK GDPR and the Data Protection Act 2018. We are an independent education advisory: we advise students on studying in the UK, Ireland and Australia, and students make every application themselves.

The short version: we collect only what we need to advise you and tell you the legal reason for each use; we never sell your data and never send it to universities or authorities — you apply yourself; website chat and guide-download data is deleted automatically after 24 months and client files after 6 years; no automated decisions, no profiling, no cookies of our own; and you can access, correct, delete or object at any time, and complain to the ICO.

Pe scurt (română): Colectăm doar datele necesare pentru a te consilia și îți spunem temeiul legal pentru fiecare utilizare. Nu vindem niciodată datele tale și nu le trimitem universităților sau autorităților — tu depui aplicația. Datele din chat și de la descărcarea ghidului se șterg automat după 24 de luni; dosarele clienților după 6 ani. Fără decizii automate, fără profilare, fără cookie-uri proprii. Îți poți accesa, corecta sau șterge datele și te poți opune prelucrării oricând, trimițând un e-mail la hr@generaldynamics.org.uk cu subiectul „Privacy request”. Răspundem în cel mult o lună. Poți depune o plângere la ICO. Versiunea în limba engleză este cea oficială.

Who we are and how to contact us

General Dynamics Int Ltd is the data controller — the organisation that decides how and why your personal data is used.

- Company registered in England and Wales, company number 14642106.
- Registered office: 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ.
- Registered with the Information Commissioner’s Office (ICO), registration reference ZC216947.
- Website: www.gdedu.co.uk

Privacy contact. We are a small private company that does not monitor people on a large scale or handle sensitive data on a large scale, so the law does not require us to appoint a Data Protection Officer and we have not appointed one. Our directors are responsible for data protection. For any privacy question, or to exercise your rights, email hr@generaldynamics.org.uk with the subject line “Privacy request”, or write to the registered office above.

What this notice covers — and what it is not

This notice covers personal data you give us through www.gdedu.co.uk, WhatsApp, email, phone or in person. It explains what we collect, why, the legal reason, who we share it with, how long we keep it, and your rights. It applies to prospective and current students, parents or guardians who contact us for a student, job applicants and website visitors.

Reading this notice is not consent. We do not treat your use of the website as agreement to anything. Where we rely on your consent (for example, marketing), we ask for it separately and clearly, and you can withdraw it at any time. For everything else we rely on the specific lawful bases set out below.

The personal data we collect

We collect only what each situation genuinely needs:

When	What we collect
You contact us (WhatsApp, email, phone, contact page)	Your name, contact details and whatever you tell us about your situation and goals. Our contact page composes a WhatsApp or email message on your device; nothing is stored on the website itself.
Free eligibility check / advisory consultation	Name, contact details, where you live, your UK immigration or residence status and relevant dates (for fee-status and Student Finance guidance), qualifications and grades, English-language evidence, and what and where you want to study.
Live chat on the website	The messages you type and a random visitor identifier used only to group one conversation. We do not store your IP address or browser details with your messages; as with any web request, they are visible to our database provider only while the request is processed and in its short-lived technical logs.
Free study guide (e-book) download	Your email address and phone number (with country code), and the date. We do not store your IP address or browser details with these details.
Booking a consultation	Name, email, phone number, your message, and the advisor and time you chose. Your booking is sent to us as an email (or as a WhatsApp message you send from your own phone); it is not stored in the website database.
Paid advisory services	The above plus the information needed to advise you, our correspondence and invoices. We do not take card payments on the website: fees are paid by bank transfer against an invoice, so we never see or store card numbers.
Applying for a job with us	Your CV, contact details, right-to-work documents and interview notes.
Visiting the website	Aggregate, cookieless page statistics via Ahrefs Web Analytics (page views and visit counts — no cookies, no identifiers on your device). Our page fonts are delivered by Google Fonts, so Google receives your IP address and browser type with each page load (no cookies are set). Our hosting provider keeps short-lived technical server logs for security.

Do you have to give us this information? No law requires you to. For a paid service, the contact and study details we ask for are needed to enter the contract and advise you. For the free eligibility check, the more you tell us the more accurate our guidance: if you leave something out (for example your immigration status) we may not be able to advise on fee status or Student Finance. Nothing else is mandatory, and we tell you at the time if a particular field is required.

Sensitive (“special category”) data. We do not ask for it. Immigration or residence status is not special category data, but we treat it with extra care and use it only to advise you. If you choose to tell us something sensitive (for example a health condition that affects your studies), we use it only for the advice you asked for. We will ask for your explicit consent to keep it, and you can withdraw that consent at any time.

Where the data comes from. Almost always from you. Sometimes from a parent or guardian contacting us for you, or from documents you choose to share with us. We do not buy personal data and we do not collect it from social media.

Students under 18

Our services are designed for students aged 16 and over who are planning higher education. If you are under 18, our Terms require a parent or guardian to be involved: we will ask for their contact details and may talk to them about your plans. We do not knowingly collect personal data from anyone under 13; if you believe a child under 13 has given us data, contact us and we will delete it.

Why we use your data and our lawful basis

UK GDPR requires a lawful basis — the legal reason that lets us use your data — for each purpose. Ours are set out below, one basis per purpose. “Legitimate interests” means a good business reason that does not outweigh your rights; where we rely on it, we have weighed our interest against your rights, and you can object at any time (see Your rights).

Purpose	Data used	Lawful basis
Answering a general question or enquiry	Contact details and what you tell us	Legitimate interests — answering people who write to us (you can object)
Carrying out the free eligibility check and discussing our paid services	Contact details; study, status and qualification information	Steps you ask us to take before a contract (Art. 6(1)(b))
Providing paid advisory services	Everything needed to advise you; correspondence; invoices	Contract (Art. 6(1)(b))
Providing the free study guide	Email address, phone number	Legitimate interests — knowing who has downloaded our guides; we only contact you about it if you reply to us or opt in (see Marketing)
Running the website chat assistant	Chat messages, visitor identifier	Legitimate interests — helping visitors quickly
Booking confirmations and service messages	Name, contact details, booking details	Steps you ask us to take before a contract (Art. 6(1)(b))
Marketing emails or messages	Email address, phone number	Consent only — with a clear opt-in and an unsubscribe in every message
Keeping the website secure and understanding how it is used	Short-lived server logs; aggregate cookieless statistics	Legitimate interests — security and improving the service

Keeping accounting and tax records	Invoices, payment records, contracts	Legal obligation (Art. 6(1)(c))
Handling complaints, disputes and legal claims	Relevant correspondence and records	Legitimate interests — establishing or defending legal claims
Complying with a legal or regulatory demand	Whatever the demand lawfully requires	Legal obligation (Art. 6(1)(c))
Recruiting staff (applications and interviews)	Application and interview information	Steps before an employment contract (Art. 6(1)(b))
Right-to-work checks for people we hire	Passport or immigration documents	Legal obligation (Immigration, Asylum and Nationality Act 2006)

Marketing. We do not currently send marketing communications. If we ever do, we will only send them to people who have actively opted in, every message will include an unsubscribe option, and we will never sell or rent your details.

The chat assistant and automated decision-making

We do not make automated decisions about you and we do not profile you. Every eligibility check, assessment and piece of advice is made by a named human advisor.

Our website live chat is an automated assistant. When it is switched on, it uses OpenAI to write its replies; if it is unavailable you see a message inviting you to continue on WhatsApp. Nobody watches the chat live: your messages are stored so our team can read them if you ask us to follow up. The assistant gives general information only and makes no decisions with legal or similarly significant effects. You can ask for a person at any time, including on WhatsApp.

Who we share your data with

We never sell your personal data. And because you make every application yourself, we never send your data to universities, UCAS, Student Finance or any government body. If you want them to have something, you send it.

We use a small number of service providers. Supabase, Vercel, OpenAI, Resend and IONOS process data only on our instructions, under their data-processing terms:

Provider	What they do for us	Where data is processed
Supabase	Secure database that stores live-chat conversations and free-guide download details, and runs the small server functions that relay chat messages to OpenAI and booking details to Resend	European Union (Ireland); US-based support staff may access it under the safeguard described below
Vercel	Hosts and serves the website; short-lived technical logs	United States, with a global content-delivery network
OpenAI	Writes the chat assistant's replies when the assistant is switched on	United States

Resend	Sends booking confirmation emails once our email service is switched on; until then bookings are completed on WhatsApp	United States
IONOS	Email and domain hosting	European Union / United Kingdom

The following services run in your own browser or are ones you choose to use. They are listed for transparency and process data under their own privacy notices, not ours:

Service	What happens	Where
Google Fonts	Delivers the typefaces on every page. Google receives your IP address and browser type when your browser requests the fonts, and states it sets no cookies	United States
Google Maps	Interactive map on the Contact page — loads only if you choose to load it	United States (Google's privacy policy applies once loaded)
Ahrefs Web Analytics	Cookieless page statistics. Your browser sends each page view to Ahrefs, which states it does not store your IP address; we receive aggregate counts only — no identifiers, no profiles	Singapore
WhatsApp	If you choose to message us on WhatsApp, Meta Platforms Ireland is the controller for the message in transit, under Meta's terms	Ireland / United States

We may also share data with:

- Our professional advisers (accountants, lawyers, insurers) where necessary;
- Regulators, courts and law-enforcement bodies where the law requires it or to protect our legal rights;
- A buyer or successor if our business is sold or reorganised, who must honour this notice.

International transfers

Our database is in the European Union (Ireland) and our email is hosted in the EU/UK. Some processing happens in the United States — Vercel's logs, OpenAI's chat replies, Resend's booking emails and Google Fonts. Whenever personal data leaves the UK, the provider must protect it to UK standards. In plain terms: they may only use your data to do the job we hired them for.

- European Economic Area (Supabase's Irish data centre, IONOS) — the UK government has decided that EEA countries protect data as well as the UK does, so no extra safeguard is needed.
- Vercel and Google — certified under the UK-US "data bridge" (the UK Extension to the EU-US Data Privacy Framework), a government-approved scheme.
- OpenAI and Resend — not certified under the data bridge, so our data-processing agreement with each includes the UK's approved transfer contract (the ICO's International Data Transfer Addendum to the EU Standard Contractual Clauses).
- Supabase — the data stays in Ireland; if its US-based support staff ever need to access it, the same approved transfer contract applies.

- Ahrefs (Singapore) — receives page-view requests that it states it does not link to you; we receive aggregate statistics only.

You can ask us for a copy of the safeguard used for any particular transfer.

How long we keep your data

We keep personal data only as long as the purpose requires, then delete it or strip out anything that identifies you. Our retention schedule:

Record	How long	Deleted by
Website live chat	24 months from the day of the conversation	Automatic — a job in our database runs every night
Free study-guide download details	24 months from the download	Automatic — same nightly job
Enquiries and eligibility checks by email, WhatsApp or phone	24 months after your last contact	Our team, on a quarterly review
Consultation bookings	24 months, in our mailbox (and in the WhatsApp chat if you booked that way)	Our team, on a quarterly review
Client files for paid services	6 years after the service ends	Our team — UK limitation period for contract claims
Invoices and accounting records	6 years after the end of the financial year	Our accountant — legal obligation (HMRC and Companies Act)
Marketing consent records (if ever collected)	While you remain opted in, plus 2 years as proof	Our team
Job applications (unsuccessful)	6 months after the decision (12 months if you agree to stay in our talent pool)	Our team — equality-law claims period
Right-to-work records for people we hire	The length of employment plus 2 years	Our team — Home Office requirement
Website server logs	Up to a few days (Vercel's standard retention)	Automatic

Deletion of website data is automatic. Chat conversations and guide-download details in our website database are deleted by a scheduled job that runs every day, so those periods are enforced by the system, not by memory. Everything held in our mailbox and WhatsApp is deleted by our team on the schedule above.

How we protect your data

- All connections to the website and our database are encrypted in transit (TLS), and data is encrypted at rest by our database provider.

- Website visitors can write their own chat messages and guide-download details to our database but can never read them back, so one visitor can never see another's chat or details. The only thing the site reads from the database is our public list of guides.
- We never ask for, and never store, your UCAS, Student Finance or government account logins. We never see or store card numbers.
- Access to stored data is limited to the directors, on individual accounts.
- We keep only the data we need — for example, we do not store IP addresses or browser fingerprints with your chat messages or guide-download details.

If a data breach is likely to put people at risk, we report it to the ICO within 72 hours. If it is likely to put you at high risk — for example if your contact details or immigration status were exposed — we also tell you directly, without delay.

Your privacy rights

Under UK GDPR you have the right to:

- Access — get a copy of the personal data we hold about you and how we use it.
- Rectification — have inaccurate or incomplete data corrected.
- Erasure — have your data deleted where we no longer need it (the "right to be forgotten").
- Restriction — ask us to pause using your data while an issue is resolved.
- Portability — receive the data you gave us in a machine-readable format.
- Object — object to any use based on legitimate interests, and to any direct marketing.
- Withdraw consent — withdraw consent at any time where consent is our lawful basis.
- Not be subject to automated decision-making — we do not make automated decisions about you in any case.
- Complain to the ICO — see the next section.

How to exercise a right. Email hr@generaldynamics.org.uk with the subject "Privacy request – [the right]", or write to our registered office. Requests are free. We respond within one month; for a complex request we may take up to two further months, and we will tell you if so. To protect your data we may need to verify your identity before acting.

How to complain

If you are unhappy with how we handle your personal data, please tell us first at hr@generaldynamics.org.uk — we would welcome the chance to put it right. You also have the right to complain at any time to the ICO, the UK's data-protection regulator:

- Information Commissioner's Office (ICO), Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
- Helpline: 0303 123 1113
- Online: ico.org.uk/make-a-complaint

Cookies and website tracking

Our website sets no cookies of its own for visitors, uses cookieless analytics, and loads the Google Map on the Contact page only when you tap to load it — which is why we do not need a cookie banner. Full details, including the limited browser storage we use for our own staff, are in our Cookie Policy at www.gdedu.co.uk/cookies.

Links to other websites

We link to universities, UCAS, government sites, Trustpilot, Facebook and WhatsApp. Those organisations decide for themselves how they use your data and have their own privacy notices; this notice does not cover them.

Changes to this notice

We review this notice at least once a year and whenever the way we use data changes. Important changes are announced on the website before they take effect, and the date at the top of the page always shows the current version.

- Version 2.0 — September 11th, 2026. Rewritten for UK GDPR after an independent compliance review. Now explains the legal reason for each use of data, all of your rights and how to complain to the ICO, exactly which providers see your data and how transfers abroad are protected, and how long each record is kept (with automatic deletion). Removed sections copied from US law that never applied to us.
- Version 1.0 — April 2nd, 2026. Original notice.

Contact Us

Don’t hesitate to contact us if you have any questions about this notice or your data.

- Via Email: hr@generaldynamics.org.uk (subject “Privacy request”)
- Via Phone number: 07392838319
- Via this Link: www.gdedu.co.uk
- Via Address: General Dynamics Int Ltd, 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ