

Privacy Policy

Effective Date: 7 December 2025

This Privacy Policy explains how **Aqua Catalysis Ltd** (“we,” “us,” or “our”) collects, uses, and protects your personal information when you use **Academia Intelligence** (the “Platform”).

We are committed to protecting your privacy and complying with the **UK Data Protection Act 2018** and the **UK GDPR**.

1. Information We Collect

We collect the following types of information:

1.1 Information You Provide

- **Account Information:** Name, email address, phone number, and password.
- **Free Trial:** Only your email and phone number are required.
- **Billing Information:** When you subscribe, payment details are processed securely by **Stripe**. We do not store your card or bank details.

1.2 Content You Upload

- Documents (e.g., Health & Safety datasheets, PDFs, scans).
- Research notes, milestones, and datasets (including SEM, TGA, UV-Vis files).

1.3 Automatically Collected Information

- Technical data (IP address, browser type, device type, operating system).
- Usage data (logins, interactions, error logs).

We do **not** use cookies or trackers for advertising purposes.

2. How We Use Your Information

We use your information to:

- Provide and operate the Platform.
- Notify you about trial expiry, billing, or service changes.
- Process payments through Stripe.
- Improve functionality, security, and performance.
- Comply with legal obligations.

We do **not** sell, rent, or share your data with third parties for marketing.

3. Data Ownership

- All documents, datasets, and analysis results you upload or generate remain your **sole property**.
 - We do not claim ownership or reuse your research content.
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4. Security

- We use technical and organisational measures to protect your information.
 - However, no system is 100% secure. We **cannot guarantee the absolute security** of your personal information if our security measures are bypassed.
 - Data is stored at your own risk.
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5. Data Retention & Deletion

- Account data is retained while your subscription is active.
 - If you close your account, data may remain in backups for up to **30 days** before permanent deletion.
 - Accounts inactive for **12 months** may be deactivated, with prior notice.
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6. Sharing of Information

We only share data with:

- **Service Providers:** e.g., Stripe for secure payments.
- **Legal Authorities:** if required by law or court order.

We do not share data with advertisers or external parties for commercial use.

7. Your Rights (UK GDPR)

You have the right to:

- Access the personal data we hold about you.
- Request correction of inaccurate information.
- Request deletion of your data.
- Restrict or object to processing.
- Request data portability.
- Withdraw consent at any time (where consent is the legal basis).

To exercise your rights, contact us at [**aquacatalysis@gmail.com**](mailto:aquacatalysis@gmail.com).

8. International Data Transfers

All data is processed and stored in the UK or other locations within the EEA. If data is transferred outside the UK/EEA, we will ensure adequate protections are in place (e.g., standard contractual clauses).

9. Price Change & Notifications

If subscription prices change, or if we update our Terms or this Privacy Policy, we will notify you by email at least **30 days in advance**.

10. Children's Privacy

The Platform is not directed to children under 18. We do not knowingly collect data from children.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will take effect when posted on the Platform. Continued use after changes constitutes acceptance.

12. Contact Us

If you have questions, requests, or complaints about this Privacy Policy, please contact us at:

Aqua Catalysis Ltd
Harboro Court, Flat 15
Harboro Road, Sale
England, M33 5AB
Email: aquacatalysis@gmail.com

If you are not satisfied with our response, you have the right to complain to the **UK Information Commissioner's Office (ICO)**.