Privacy Policy

Website enquiries and responsible handling of personal information

Last updated 16 November 2026

1 Who we are and how to contact us

ATLAS 1834 LTD, trading as atlas1834. Company number: 16765888. Registered in: England and Wales, United Kingdom. Registered office: 43 Holden Park Road, Tunbridge Wells, England, TN4 0EP. In this policy, “atlas1834”, “we”, “us” and “our” mean that company. It is the controller of personal information used for the website and its own business enquiries.

Contact Swetam Gungah at hello@atlas1834.com for privacy questions, rights requests or complaints. You may also write to our registered office above. This policy covers atlas1834.com and initial enquiries about DATA™, AI transformation, growth and sales strategy, training, coaching and related consultancy.

A separate engagement agreement and any required privacy information or data processing terms will cover work involving client, employee or learner datasets. This website policy does not itself authorise us to process an institution’s student or client records.

2 Information we receive

If you contact us, we receive the details you choose to send: your name, email address, optional organisation, area of interest, message, attachments and subsequent correspondence. Email systems also process delivery and security metadata.

The website enquiry form prepares an email in your own email application. Nothing is sent to atlas1834 until you review and send that email. The form does not submit details to a website database, and this page does not save them in browser storage.

OVHcloud, our website host, may process technical request and security information such as IP address, requested page, date and time, browser information and error details through its hosting services. These logs are separate from the enquiry form.

We normally obtain enquiry information directly from you. If someone introduces you to us, we may receive your business contact details and the context of the introduction. We explain the source when contacting you and provide this notice where required.

Contact details are needed to respond; organisation details are optional. You are not legally required to send an enquiry. Please avoid including sensitive personal information, identifiable student or client records, or confidential documents in an initial message.

3 Why we use information and our lawful bases

Enquiries and professional introductions: we use contact details and correspondence to respond, understand your needs and manage relevant follow-up. Our lawful basis is legitimate interests in responding to requests and developing appropriate professional relationships, balanced against your rights and expectations.

Steps towards a contract: where you personally ask us to take steps towards a contract with you, we rely on the contractual necessity basis. If you act for an organisation, we generally rely on legitimate interests to communicate with its representatives.

Website and email security: technical information may be used to operate the site, investigate faults, prevent abuse and protect communications. Our lawful basis is legitimate interests in running secure and reliable services, or a specific legal obligation where applicable.

Legal matters: we may retain or disclose relevant information to meet legal obligations or to establish, exercise or defend legal claims. We identify the applicable obligation where we rely on legal obligation, and otherwise assess our legitimate interests.

This form does not enrol you in a newsletter or give consent to unrelated marketing. Any future subscription or electronic marketing activity must have its own appropriate lawful basis and satisfy applicable marketing rules. Reading this policy or using the site is not consent.

4 Your right to object

You can object at any time to processing based on legitimate interests, giving reasons relating to your situation. We will assess your objection and stop unless we have a lawful reason to continue. If information is used for direct marketing, you may object to that use at any time and we will stop. Contact hello@atlas1834.com.

5 Who handles information

We use OVHcloud for website hosting and email services, and Google for email handling. These services process information needed to host the site or deliver, store and secure correspondence. Roundcube, where used, is an interface for accessing email rather than a separate email provider.

Access is limited to people and providers who need information for these purposes. Professional legal, accounting or technical advisers may receive relevant information when necessary and subject to appropriate duties. We may disclose information where lawfully required by courts, regulators or other authorities.

We do not sell personal information or provide enquiry lists to third parties for their own marketing. A prospective collaboration does not automatically permit sharing your enquiry with another consultant; we first establish an appropriate basis and provide any required information.

6 Processing outside the United Kingdom

Hosting, email delivery, support and subprocessors can involve processing outside the UK, including within Europe and, depending on the Google service and configuration, other countries. Overseas access can be an international transfer even when a primary server is in the UK.

Where a restricted transfer is necessary, an applicable adequacy decision or other lawful transfer mechanism and safeguards must be in place, such as the UK International Data Transfer Agreement or UK Addendum to approved standard contractual clauses, where appropriate. Contact hello@atlas1834.com for information about the relevant locations and safeguards and how to obtain a copy.

7 Retention and security

We retain enquiry correspondence while dealing with your request and necessary follow-up. After that, retention depends on whether discussions remain active, whether an ongoing professional or contractual relationship exists, and whether particular records are needed for legal obligations or claims. An inactive enquiry with no continuing purpose is deleted or anonymised during periodic review rather than kept indefinitely.

If an enquiry becomes an engagement, relevant correspondence may form part of the client record and be kept for the engagement and any applicable legal retention or claims period. We review retention when a relationship ends, taking account of contractual duties and the law applying to those records.

Technical logs and service backups follow the relevant provider's configured retention and deletion cycles. Logs should be retained only for the operational, security or legal purpose for which they are needed, and backups are not used for routine marketing or business activity.

We use proportionate technical and organisational measures to protect information, including controlling access and using appropriate service providers. No internet transmission or storage system can be guaranteed completely secure. Please contact us if you suspect a privacy or security problem.

8 Cookies and links to other websites

The supplied landing page does not set cookies, use local storage, load advertising pixels or include analytics scripts. Its images, fonts and LinkedIn icon are included in the page itself. The LinkedIn buttons are ordinary outbound links, not embedded LinkedIn tracking widgets.

OVHcloud infrastructure or any future website change may introduce additional technologies. We will describe applicable cookies or similar technologies and provide consent or objection controls where required before using them. A server request log is different from a cookie stored on your device.

When you choose a link to LinkedIn, Amazon, a festival website or another third-party service, that service's own privacy information applies. We do not control its handling of your information.

9 Your other rights

Depending on the circumstances and lawful basis, you may request access, correction, deletion, restriction of processing or portability of information you supplied. Where processing relies on consent, you may withdraw it without affecting earlier lawful processing. Some rights have legal exceptions; they do not all apply to every use.

Email hello@atlas1834.com to exercise a right. We may request proportionate information to verify your identity. We respond without undue delay and normally within one month, subject to any lawful extension or other adjustment to the deadline. Requests are normally free of charge.

We do not use website enquiries to make solely automated decisions with legal or similarly significant effects. An enquiry does not authorise use of personal or confidential information to train AI models. If a later service involves AI processing, the relevant purposes, safeguards and contractual arrangements must be addressed separately.

10 Children and education services

The site is primarily aimed at institutions, organisations and professional contacts. An enquiry about an education programme is not a request to submit children's personal records. Where a programme involves learners, we will agree responsibilities, lawful processing and age-appropriate information with the institution before receiving personal datasets.

11 Complaints and policy changes

For a privacy complaint, email hello@atlas1834.com with "Privacy complaint" in the subject line, or write to our registered office. You may also raise a complaint directly with us through another available contact channel. We will acknowledge complaints within 30 days, investigate appropriately, keep you informed and explain the outcome without undue delay.

You may complain to the UK Information Commissioner's Office at https://ico.org.uk/make-a-complaint/. You do not have to exhaust our process before contacting the ICO. Other supervisory authorities may also be relevant where their laws apply.

We update this policy when our processing or legal obligations change. The date on the first page identifies this version. Where required, we will actively communicate significant changes.