



PRIVACY POLICY

Core Ideas Consulting Private Limited

Effective from: 20 October 2026 | Version: 1.0

1. Who we are, and what this policy covers

Core Ideas Consulting Private Limited ("Core Ideas", "we", "us", "our") is a marketing and growth consultancy incorporated in India, with its registered office in Pune, Maharashtra. We provide marketing strategy, growth strategy, fractional CMO and marketing communications services to businesses in India, North America, Europe and other markets.

This policy explains what personal information we collect, why we collect it, who we share it with, how long we keep it, and the rights you have over it. It applies to:

- our websites **coreideasconsulting.com** and **coreideas.in**, and any page, form or sub-domain connected to them;
- enquiries you send us by email, telephone, messaging applications or professional networks such as LinkedIn;
- our business development and marketing activity, including newsletters and outreach; and
- information we handle in the course of providing services to our clients.

It does not apply to any third-party website we link to. Those sites have policies of their own, and we are not responsible for them.

If you do not agree with this policy, please do not use our websites or send us information. **Continuing to use our websites means you accept the practices described here.**

2. The information we collect

2.1 Information you give us

You give us information when you complete an enquiry or contact form, book a consultation, subscribe to our newsletter, respond to our outreach, exchange emails or messages with us, or engage us as a client. This usually includes:

- your name and the business you represent;
- your business email address and telephone number;
- your role or designation;
- the city and country you are based in; and
- whatever you choose to tell us about your business, its stage, and the challenge you want help with.

We do not sell products through our websites and we do not collect payment card details, bank credentials or any similar financial information through them. Where you become a client, invoicing and payment details are exchanged directly and are held in our accounting records, not on our websites.

2.2 Information we collect automatically

When you visit our websites, our servers and analytics tools record limited technical information: your IP address in truncated or full form, browser type and version, device and operating system, referring page, the pages you viewed, and the date, time and duration of your visit. This information tells us how our websites are used; on its own it does not identify you by name.

2.3 Information from other sources

As part of ordinary business development, we may collect professional information that is publicly available or lawfully provided to us — for example, your name, role, company and business contact details from a company website, a professional network such as LinkedIn, a published directory, an industry event, or an introduction from a mutual contact. We use this only to make a relevant business approach, and we stop if you ask us to.

3. Why we use your information

We use personal information only for the purposes set out below.

What we use it for	What that means in practice	Our basis
Responding to you	Answering an enquiry, arranging an introductory conversation, preparing and sending a proposal.	Your request, and our legitimate business interest
Providing our services	Delivering the engagement, corresponding with you and your team, preparing work and reporting on it, raising invoices and keeping records.	Performance of our contract with you, and legal obligation
Business development	Making a relevant approach to a business we believe we can help, and following up on it.	Our legitimate interest in developing our business
Newsletters and updates	Sending occasional material about our work and thinking, where you have asked to receive it.	Your consent, withdrawable at any time
Improving our websites	Understanding which pages are useful, fixing problems, and keeping our sites secure.	Our legitimate interest, and your consent for non-essential cookies
Meeting our obligations	Accounting, tax, statutory filings, and responding to lawful requests from an authority.	Legal obligation

We do not sell your personal information, and we do not trade or rent it to anyone. We do not use it for automated decision-making or profiling that produces a legal or similarly significant effect on you.

4. Cookies and analytics

Cookies are small files placed on your device by a website. We use two kinds:

- **Essential cookies**, which make the site work — page delivery, security, and remembering your cookie choices. These cannot be switched off.
- **Analytics cookies**, which help us understand how the site is used in aggregate. These are set only where you accept them.

You can refuse or delete cookies through your browser settings at any time. Refusing analytics cookies does not affect your ability to use our websites or to contact us.

5. Who we share your information with

We share personal information only where it is necessary, and only with:

- **Service providers** who operate parts of our business on our behalf — website hosting, email and office software, newsletter delivery, analytics, cloud storage and IT support. They may process your information only on our instructions and are bound to keep it confidential.

- **Our own partners, consultants and agencies** where they are working on your engagement, under written confidentiality obligations no less protective than those in this policy.
- **Professional advisers** — our accountants, auditors, bankers and lawyers — where they need the information to advise us.
- **Authorities and regulators**, where disclosure is required by law, by a court, or to establish, exercise or defend a legal claim, or to protect the rights, property or safety of any person.
- **A successor** if our business or part of it is reorganised, transferred or acquired — in which case the information stays subject to this policy until the recipient gives notice of its own.

6. Transfers outside India

We are an Indian company with a practice in North America and clients and partners in Europe and other markets. Your information may therefore be accessed, stored or processed outside the country you are in — including in India, the United States and the European Union — by us, by a colleague or partner working on your engagement, or by a service provider whose systems are hosted abroad.

Wherever your information travels, we apply this policy to it, we transfer it only to recipients who are bound by appropriate confidentiality and security obligations, and we rely on recognised transfer mechanisms where the law requires one.

7. How long we keep it

Information	Kept for	Why
Enquiries that do not become engagements	Up to 24 months from last contact	Follow-up and context
Client engagement records and correspondence	Duration of the engagement, then up to 8 years	Statutory and contractual record-keeping
Invoices, accounting and tax records	As required by Indian law	Legal obligation
Newsletter subscriptions	Until you unsubscribe	Your consent
Website analytics	Up to 26 months, in aggregate form	Trend analysis

When a retention period ends, we delete the information or anonymise it so that it can no longer be linked to you.

8. How we protect your information

We apply administrative, technical and physical safeguards appropriate to the sensitivity of the information we hold: access limited to people who need it, encrypted transmission, access-controlled accounts and devices, confidentiality obligations in every contract with a partner or vendor, and regular review of the tools we use.

No method of transmission or storage is completely secure, and we cannot guarantee absolute security. If a breach occurs that is likely to affect you, we will notify you and the relevant authority as the law requires, and tell you what we are doing about it.

9. Your rights

Depending on where you are and the law that applies to you, you have the right to:

- ask what personal information we hold about you and obtain a copy of it;
- have inaccurate or incomplete information corrected or updated;
- ask us to erase information we no longer have a lawful reason to keep;
- withdraw consent at any time, where we rely on consent — including by using the unsubscribe link in any newsletter;
- object to, or ask us to restrict, processing we carry out on the basis of our legitimate interests;

- ask us to transfer your information to you or to another provider in a usable format;
- nominate another person to exercise these rights on your behalf in the event of your death or incapacity; and
- complain to us, and to the supervisory authority in your jurisdiction, if you believe we have handled your information wrongly.

To exercise any of these rights, write to us at the address in clause 12. We respond within thirty (30) days. We may ask you to confirm your identity before we act, to make sure we are not disclosing your information to someone else.

10. Client confidential information

Where we act for a client, we also handle commercial information belonging to that client — strategies, plans, data, pricing and similar material. That information is governed by our engagement agreement with the client rather than by this policy, and is subject to confidentiality obligations that continue after the engagement ends. We do not disclose a client relationship publicly, or use a client's material in our own marketing, without that client's agreement.

11. Children

Our services are provided to businesses. Our websites are not directed at children, and we do not knowingly collect personal information from anyone under the age of eighteen. If you believe a child has given us information, write to us and we will delete it.

12. Contacting us

For any question about this policy, or to exercise any right under it, contact:

Entity	Core Ideas Consulting Private Limited
Grievance Officer	Harshawardhan Oak, Founder & Director
Email	connect@coreideasconsulting.com
Telephone	+91 99705 63310
Address	1733 Sadashiv Peth, 9C Mahesh, Pune – 411030, Maharashtra, India

If you are not satisfied with our response, you may complain to the Data Protection Board of India, or to the supervisory authority in your own jurisdiction.

13. Changes to this policy

We may update this policy as our business, our tools or the law changes. The version number and effective date at the top of this document always tell you which version you are reading. Where a change materially affects how we use information you have already given us, we will tell you directly.

This document is published by Core Ideas Consulting Private Limited and is intended to be read as a whole.