

Privacy policy

Last updated: 18 August 2026 | Effective from: 18 August 2026

1. Who we are

This website and the services described on it are operated by Ascensia ("we", "us"), a business registered in India with its principal place of business at Flat No 4, Shubh Labh Cooperative Housing Society, Mumbai, Maharashtra, India.

We provide revenue operations consulting and automation build services to coaching and consulting businesses.

For the purposes of the Digital Personal Data Protection Act, 2023 ("DPDP Act"), we act as a Data Fiduciary in respect of personal data we collect about our own prospects, clients and website visitors. Where we access personal data held inside a client's own systems in the course of delivering a build, we act as a Data Processor on that client's instructions. Section 9 explains this in more detail.

Contact for all privacy matters: tanay@ascensia.club

2. What personal data we collect

Information you give us directly. Your name, email address, telephone or WhatsApp number, business name, website, job title, and the answers you provide to questions on our enquiry forms, including information about your business such as annual revenue band, programme price, number of sales calls booked and attended, the tools you use, and the operational problems you are trying to solve.

Information from advertising and social platforms. If you submit an instant form on Meta (Facebook or Instagram) or on LinkedIn, that platform passes us the contact details and form answers you submitted. The platform's own privacy policy governs its collection of that data, and ours governs what we do with it once we receive it.

Information collected automatically. IP address, browser and device type, operating system, referring page, pages viewed, time on page, and similar analytics data. Where we run advertising, this may include identifiers set by advertising or analytics cookies and pixels. See section 8.

Communications. Records of emails, WhatsApp messages, LinkedIn messages, form submissions, call bookings, and notes we make during discovery or consultation calls.

Business contact data obtained from third-party sources. For business development we use commercial data providers and professional networks to identify business contacts. This may include name, job title, business email address, company name and publicly listed company information. We do not purchase or use personal (non-business) contact data for outbound marketing.

Payment information. If you become a client, invoicing and payment details are handled by our payment provider. We do not store full card or bank credentials on our systems.

We do not knowingly collect special or sensitive categories of personal data, and you should not send us any.

3. Why we use your personal data, and on what basis

We process personal data on the basis of your consent, or where processing is necessary for a legitimate business purpose permitted under the DPDP Act, including for the performance of a contract with you.

Purpose	Basis
Responding to your enquiry and assessing whether we can	

help

entering a contract



Scheduling, conducting and following up on consultation calls

Consent, and steps taken at your request

Delivering our services and supporting you as a client

Performance of our contract with you

Sending you marketing emails or messages about our services

Consent, which you may withdraw at any time

Business-to-business outreach to relevant professional contacts

Legitimate business purpose

Measuring and improving our advertising and website

Consent, where cookies require it

Invoicing, accounting, tax and statutory record keeping

Compliance with applicable law

Establishing, exercising or defending legal claims

Legitimate business purpose

We do not sell your personal data, and we do not share it with third parties for their own independent marketing.

4. If you submitted a lead form on Meta or LinkedIn

When you submit an enquiry form on Facebook, Instagram or LinkedIn, you are asking us to contact you about our services. We will use the contact details and answers you provided to reach out by email, telephone or WhatsApp, and to assess whether our service is a fit for your business.

You can ask us to stop contacting you at any time by replying to any message, or by emailing tanay@ascensia.club. We will action the request and remove you from any active outreach.

5. Who we share your personal data with

We share personal data with service providers who process it on our behalf, under contract, and only for the purposes set out above. These currently include:

- CRM, automation and messaging platforms used to store enquiries and manage communications, including GoHighLevel, HubSpot, Zapier and Make
- Email delivery and outreach platforms, including Smartlead and Google Workspace
- Business data and enrichment providers, including Apollo.io and Clay
- Advertising and social platforms, including Meta and LinkedIn
- Messaging providers, including WhatsApp Business and SMS gateway providers registered under the applicable Indian telecom regulations
- Scheduling and video conferencing tools used to arrange and hold calls
- Payment processors and accounting providers
- Professional advisers, such as accountants and lawyers, where necessary

We may also disclose personal data where required by law, regulation, court order or a lawful request from a government authority, or in connection with a sale or reorganisation of our business.

6. Transfers outside India

Several of the providers listed above are located outside India, principally in the United States and the European Union. Where personal data is transferred outside India, we do so in accordance with the DPDP Act and any restrictions notified by the Central Government, and we contract with providers who commit to appropriate security and confidentiality obligations.

7. How long we keep your personal data

- Enquiries that do not become clients: up to 24 months from your last interaction with us, after which the record is deleted or anonymised
- Marketing contacts: until you withdraw consent or ask us to stop, and then a minimal suppression record so that we do not contact you again
- Client records: for the duration of the engagement and for 8 years afterwards, to meet Indian tax and statutory record-keeping requirements
- Website analytics data: as configured in the relevant analytics tool, typically no more than 26 months

8. Cookies and tracking

Our website uses cookies and similar technologies that are necessary for the site to function, and, where

you consent, cookies that help us measure traffic and the performance of our advertising. This may include the Meta pixel and LinkedIn insight tag.

You can control or delete cookies through your browser settings. Blocking non-essential cookies will not prevent you from using the site.

9. Data we access inside our clients' systems

When we deliver a build, a client typically gives us administrative access to their CRM, email, messaging and scheduling systems. Those systems contain personal data about the client's own leads and customers.

In respect of that data:

- We act only on the client's documented instructions and solely to deliver the agreed work
- We do not use it for our own purposes, and we never copy it into our own marketing systems or contact those individuals on our own behalf
- We keep it confidential and apply the security measures described in section 10
- Access is removed at the end of the engagement, or earlier on the client's request
- The client remains the Data Fiduciary for that data and is responsible for having a lawful basis for its collection and use

Clients who require a separate written data processing agreement should contact us at tanay@ascensia.club.

10. Security

We apply reasonable technical and organisational security measures, including access controls on the tools we use, multi-factor authentication where the platform supports it, password management, restricted sharing of client credentials, and prompt removal of access at the end of an engagement.

No method of transmission or storage is completely secure, and we cannot guarantee absolute security. If a personal data breach occurs, we will notify the Data Protection Board of India and affected individuals as required under the DPDP Act.

11. Your rights

Under the DPDP Act, you have the right to:

- Obtain confirmation of whether we process your personal data, and access a summary of that data and who it has been shared with
- Ask us to correct, complete or update inaccurate or incomplete data
- Ask us to erase your personal data, where we are not required to retain it by law
- Withdraw your consent at any time, with effect going forward
- Nominate another person to exercise your rights in the event of your death or incapacity
- Raise a grievance with us, and escalate to the Data Protection Board of India if you are not satisfied with our response

To exercise any of these rights, email tanay@ascensia.club. We will respond within the timeframes required by law, and in any event without undue delay. We may need to verify your identity before acting on a request.

12. Grievance redressal

If you have a complaint about how we handle your personal data, contact our Grievance Officer:

Tanay Shah

Ascensia

Flat No 4, Shubh Lab, M.G Crossroads, Kandivali West, Mumbai Maharashtra 400067

Email: tanay@ascensia.club

We aim to acknowledge every grievance within 7 working days and resolve it within 30 days. If you remain dissatisfied, you may escalate the matter to the Data Protection Board of India.

13. Children

Our services are sold to businesses and are not directed at children. We do not knowingly collect personal data of anyone under 18. If you believe a child has provided us with personal data, contact us and we will delete it.

14. Changes to this policy

We may update this policy from time to time. The version published on this page is the current one, and the date at the top shows when it was last changed. Material changes will be brought to your attention where required.

15. Contact

Ascensia

Flat No 4, Shubh Lab, M.G Crossroads, Kandivali West, Mumbai Maharashtra 400067

Email: tanay@ascensia.club