Privacy Policy – Academic Success (4+ Readiness & Assessments)
Last updated: January 2026

Academic Success ("we", "our", "us") is committed to protecting and respecting your privacy, especially when you are sharing information about young children.
This policy explains how we collect, use and protect your information when you:

- Enquire about 4+ readiness classes
- Book a 4+ mock assessment
- Download readiness guides or resources
- Complete a website or Google form
- Contact us by email, phone, Instagram or website form

Academic Success operates in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

What information we collect
When you complete a form or enquiry, we may collect:
Parent/Guardian information

- Name
- Email address
- Phone number

Child information

- First name
- Age / Date of birth
- School applying for
- Notes you choose to share about your child

Technical data

- IP address
- Browser type
- Pages visited (via website analytics)

We only collect information that is necessary to respond to your enquiry or provide our services.

How we use your information
We use your data to:

- Respond to your enquiry
- Provide information about 4+ readiness classes or assessments
- Send feedback following a mock assessment
- Send requested guides or resources (e.g. "Is My Child Ready?" checklist)
- Inform you of relevant upcoming classes, mocks or programmes
- Improve our services and website

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

Legal basis for processing
We process your data under:

- **Legitimate interest** (responding to enquiries and providing educational services)
- **Consent** (when you download resources or opt in to receive updates)

You can withdraw consent at any time.

How we store and protect your data
Your information is stored securely using:

- Google Workspace (secure email and forms)

reena@academicsuccess.uk
www.academicsuccess.uk
Instagram: **@AcademicSuccessUK** | TikTok: @AcademicSuccessUK | YouTube: **@AcademicSuccessUK**

- Password-protected devices
- Secure website hosting

Only Academic Success team members have access to this information.

We retain enquiry data for up to **24 months** in case families return for future programmes. You may request deletion at any time.

Sharing your information

We only share data where necessary to operate our services, such as:

- Website hosting provider
- Google Forms / Google Drive
- Payment providers (e.g. Stripe) for bookings

These providers are GDPR-compliant.

We never share children's information publicly.

Your rights

Under UK GDPR, you have the right to:

- Access the data we hold about you
- Request correction of inaccurate data
- Request deletion of your data
- Withdraw consent
- Lodge a complaint with the Information Commissioner's Office (ICO)

To do this, email: **academicsuccessuk@gmail.com**

Children's data

We recognise that we are collecting information relating to very young children.

This information is always provided by a parent/guardian and is used solely to support your child's readiness and assessment experience.

Cookies and website tracking

Our website may use cookies to understand how visitors use the site and improve user experience. This does not identify you personally.

Contact

If you have any questions about this policy or how we handle your data, please contact:

Academic Success

Email: reena@academicsuccess.uk

reena@academicsuccess.uk
www.academicsuccess.uk
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