



**ACADEMIC
SUCCESS**

ACADEMIC SUCCESS UK

Privacy Policy

Academic Success UK · UK GDPR & Data Protection Act 2018 · Last updated 25 April 2026

About this policy

Academic Success UK takes the privacy of children and families seriously. This policy explains what information we collect, how we use it, how we keep it safe, and your rights under UK data protection law.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who we are

Academic Success UK ("Academic Success", "we", "us", "our") is a specialist tuition and entrance exam preparation business serving children aged 3–11. We provide online and in-person teaching, mock assessments, holiday programmes, and the Summer School at NLCS Edgware.

For the purposes of UK GDPR, the Data Controller is:

- **Reena Damani** — Founder and Designated Safeguarding Lead
- Academic Success UK
- Email: reena@academicsuccess.uk
- Phone: 07352 452 249
- Website: academicsuccess.uk

2. Who this policy applies to

This policy applies to anyone who interacts with us, including:

- Parents, guardians, and other family members making enquiries or bookings
- Children participating in our programmes (data shared by their parents/guardians)
- Visitors to our website at academicsuccess.uk
- Subscribers to our newsletters and downloads
- Recipients of our emails or messages on social media



3. Information we collect

3.1 Parent / guardian information

- Full name
- Email address
- Phone number (used for booking confirmations and WhatsApp updates)
- Postal address (for invoicing or sending physical materials, where relevant)
- Payment details (held by our payment processor — see Section 7)
- Communications you send us (email, web form, WhatsApp, social media)

3.2 Child information

- First name and initial of surname (used in our booking system, group lists, and feedback reports)
- Age and / or date of birth
- School year
- Current school (where shared)
- Target school(s) for entrance exam preparation
- Educational notes shared by parents (strengths, challenges, learning needs, SEND, medical or behavioural considerations)
- Assessment results, written observations, and progress notes generated during our programmes

3.3 Technical data (website visitors)

- IP address and approximate location (city / country level)
- Browser type and device
- Pages visited and length of visit
- Source of visit (search engine, direct, referral, advertising)

This data is collected via cookies. See our Cookie Policy at academicsuccess.uk/cookie-policy/ for full details and how to opt out.

3.4 Online session data

Where your child attends an online session via Zoom or another video platform, we may collect:



- Session attendance data (joined, time spent, technical issues)
- Session recordings, where used (see Section 5)
- Chat messages and shared materials within the session

4. How we use your information

We use personal data only for the following purposes:

- Responding to your enquiries by email, phone, WhatsApp, or social media
- Confirming bookings, sending joining instructions, materials, and Zoom links
- Processing payments for our programmes
- Producing personalised feedback reports for parents after sessions, mocks, and courses
- Communicating about ongoing programmes your child attends
- Sending newsletters, term-time updates, and information about new programmes (only with your consent — you can withdraw at any time)
- Improving our website, services, and teaching materials
- Meeting our legal, regulatory, and safeguarding obligations
- Investigating and resolving any disputes

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

5. Session recordings

Some of our online sessions are recorded for the following limited purposes:

- Safeguarding (our duty of care to every child in a session)
- Teacher development and quality assurance
- Allowing children who missed a session to catch up (at our discretion)

Where a session is recorded, parents are notified at booking. Recordings are stored on a password-protected, access-restricted system used only by Academic Success staff. Recordings are deleted after 90 days unless retained for a specific safeguarding reason.

Parents and children are not permitted to record, screenshot, or share any part of an online session — see our Terms and Conditions, Section 6A.

6. Legal basis for processing



Under UK GDPR, we must have a lawful basis for processing personal data. Ours are:

- **Contract** — processing necessary to deliver the educational service you've booked.
- **Consent** — for newsletters, marketing emails, optional cookies, and use of testimonials. You can withdraw consent at any time.
- **Legal obligation** — for safeguarding, financial record-keeping, and tax compliance.
- **Legitimate interests** — for responding to enquiries, improving our services, and contacting existing families about programmes that follow on from those they've already booked.

7. Who we share information with

We share data only with trusted third parties who help us deliver our service. Each is contractually bound to keep your data secure and to use it only for purposes we authorise:

- **Stripe** — payment processing. Stripe holds full payment details; we do not store credit card numbers ourselves.
- **Google Workspace (Gmail, Drive, Forms)** — email communications, document storage, enquiry forms.
- **MailerLite** — sending newsletters and marketing emails (only to subscribers who have opted in).
- **Zoom** — delivering online sessions and storing session recordings (where applicable).
- **Our website host and analytics providers** — supporting the operation and improvement of our website.
- **Academic Success teaching staff** — all DBS-checked, working under written confidentiality terms, and given only the information they need to teach your child.
- **Authorities** — if we are required by law to share data, or if we have safeguarding concerns that we must escalate to relevant child protection authorities.

All providers above are GDPR-compliant. Where any data is transferred outside the UK or European Economic Area, this is done under standard contractual clauses or equivalent UK-approved safeguards.

8. How we protect your data

- Data is stored on password-protected systems with two-factor authentication where available.
- Devices used by Academic Success staff are encrypted and locked when not in use.
- Access to children's data is restricted to staff who need it to do their jobs.



- All staff sign a confidentiality agreement and complete data protection awareness as part of their induction.
- We review our security practices annually and update them as risks evolve.

9. How long we keep your data

We keep personal data only for as long as we need it. Typical retention periods:

- **Active families:** for as long as you continue to use our programmes, plus 24 months after the last booking, to support continuity if you return.
- **Enquiries that did not lead to a booking:** 12 months.
- **Newsletter subscribers:** until you unsubscribe, after which we delete your record within 30 days.
- **Financial records:** 6 years from the date of the transaction (HMRC requirement).
- **Safeguarding records:** retained in line with statutory safeguarding guidance — typically until the child reaches age 25, or longer where required.
- **Online session recordings:** 90 days from the session date (see Section 5).

You can request earlier deletion at any time — see Section 10.

10. Your rights

Under UK GDPR you have the following rights:

- **Access** — to a copy of the personal data we hold about you or your child.
- **Rectification** — to correct any inaccuracies.
- **Erasure** — to ask us to delete your data (we may need to keep some records to meet legal obligations).
- **Restriction** — to limit how we use your data while a query is being resolved.
- **Objection** — to processing based on legitimate interests, including direct marketing.
- **Portability** — to receive your data in a structured, commonly used format.
- **Withdrawal of consent** — for any processing that relies on your consent.

To exercise any of these rights, email us at reena@academicsuccess.uk. We will respond within one calendar month.

11. Complaints



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We hope to resolve any concern directly with you. If you are not satisfied with how we have handled your data, you have the right to complain to the UK Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Helpline: 0303 123 1113

12. Children's data

Because our work involves children, we are particularly careful with their information.

- Information about your child is provided by you (parent or guardian).
- We use it solely to deliver and improve the educational service your child receives.
- We do not market directly to children.
- We do not share children's data publicly without explicit consent.
- Photos, video, and testimonials are only used with separate, written parent consent (anonymised — no full name or identifying detail) — see our Terms and Conditions, Section 11.

13. Marketing communications

If you have given consent or are an existing family, we may send you:

- Term-time updates about programmes you've already booked
- Information about new or upcoming programmes that may be relevant
- Free educational resources and parent guides
- Invitations to webinars and parent masterclasses

Every marketing email contains a one-click unsubscribe link. You can also email us at reena@academicsuccess.uk and we'll remove you within 7 days.

14. Website and cookies

Our website uses cookies and similar technologies. Strictly necessary cookies are always on; analytics, functional, and marketing cookies are off by default and require your explicit opt-in. See our Cookie Policy at academicsuccess.uk/cookie-policy/ for full details.

15. Changes to this policy



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We may update this policy from time to time. The most recent version will always be at academicsuccess.uk/privacy-policy/ with the "Last updated" date shown at the top. If we make a change that materially affects your privacy choices, we will let you know directly by email.

16. Contact us

If you have any questions about this policy, your data, or your rights, please email:

- reena@academicsuccess.uk

Or write to us at: Academic Success UK, 07352 452 249.

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