

# **Privacy Policy**

**Last Updated:** 05/02/2025

EduSpark (“we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website ([www.edusparklearning.co.uk](http://www.edusparklearning.co.uk)) or use our online tutoring services.

If you have any questions, please contact us at [admin@edusparklearning.com](mailto:admin@edusparklearning.com).

## **1. What Information We Collect**

We may collect and process the following personal data:

### **A. Information You Provide to Us**

- Personal details: Name, email address, phone number, date of birth.
- Payment information: Billing details (processed securely through third-party providers, we do not store card details).
- Account information: Login credentials (if applicable).
- Communication data: Emails, chat messages, or customer support inquiries.

### **B. Information We Collect Automatically**

- Technical data: IP address, browser type, device type, and operating system.
- Usage data: How you interact with our website (e.g., pages visited, time spent).
- Cookies and tracking technologies: See our Cookies Policy for more details.

### **C. Information from Third Parties**

We may receive data from:

- Payment processors (e.g., PayPal, Stripe) to confirm transactions.
- Analytics providers (e.g., Google Analytics) for website performance tracking.

## **2. How We Use Your Information**

We use your data for the following purposes:

- To provide our tutoring services (e.g., schedule sessions, send lesson reminders).
- To process payments (handled securely by third-party providers).
- To improve user experience (e.g., personalize content, track performance).
- To send marketing communications (only if you opt-in).
- To comply with legal obligations (e.g., tax and financial regulations).
- To protect our platform (e.g., prevent fraud or misuse of services).

We do not sell or rent your personal information to third parties.

## **3. Legal Basis for Processing Your Data**

Under the UK GDPR, we process your personal data based on:

- Contractual necessity – To provide tutoring services.

- Legal obligations – To comply with UK financial and legal requirements.
- Legitimate interests – To improve our services and security.
- Consent – For marketing communications (you can opt-out anytime).

#### **4. Who We Share Your Information With**

We may share your data with:

- Payment processors (e.g., PayPal, Stripe) for transactions.
- Website hosting and analytics providers (e.g., Google Analytics, Wix).
- Law enforcement or regulatory authorities (if legally required).

We require third parties to comply with strict data protection standards.

#### **5. How We Protect Your Data**

We take security seriously and implement the following measures:

- Encryption of sensitive data.
- Secure payment gateways (we do not store card details).
- Access controls to prevent unauthorized data access.
- Regular security audits to detect vulnerabilities.

Despite our best efforts, no online system is 100% secure, so we encourage users to protect their login credentials.

#### **6. How Long We Keep Your Data**

We retain your personal data only as long as necessary for:

- Providing services (e.g., course access, lesson history).
- Legal and tax obligations (e.g., transaction records for up to 6 years).
- Marketing communications (until you opt out).

Once data is no longer needed, we securely delete or anonymize it.

#### **7. Your Rights Under UK GDPR**

You have the following rights regarding your personal data:

- ✓ Right to Access – Request a copy of your data.
- ✓ Right to Rectification – Correct inaccurate information.
- ✓ Right to Erasure (“Right to be Forgotten”) – Request data deletion.
- ✓ Right to Restrict Processing – Limit how we use your data.
- ✓ Right to Data Portability – Transfer your data to another provider.
- ✓ Right to Object – Opt out of marketing communications.
- ✓ Right to Withdraw Consent – Revoke consent at any time.

To exercise your rights, contact us at [admin@edusparklearning.com](mailto:admin@edusparklearning.com).

## 8. Third-Party Links

Our website may contain links to third-party websites (e.g., social media platforms). We are not responsible for their privacy policies, so we recommend reviewing them separately.

## 9. Children's Privacy


- Our services are designed for GCSE students, but children under 16 must have parental/guardian consent to use our services.
- We do not knowingly collect personal data from children under 13. If you believe we have, please contact us immediately.

## 10. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website. Significant changes will be communicated via email or a website notification.

## 11. Contact Us

If you have any questions or requests regarding your data, contact us at:

 **Email:** [admin@edusparklearning.com](mailto:admin@edusparklearning.com)

 **Website:** [www.edusparklearning.co.uk](http://www.edusparklearning.co.uk)

By using our website and services, you agree to this Privacy Policy.