

Privacy Policy – The Maths Movement

Last updated: 05/12/2025

The Maths Movement (“we”, “us”, “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website, purchase tutoring services, or otherwise interact with us.

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

The Maths Movement

124 City Road

London

England

EC1V 2NX

Email: admin@themathsmovement.co.uk

We act as the **Data Controller** for the personal data we collect.

2. What Personal Data We Collect

We may collect and process the following categories of personal data:

Information you provide directly

- Full name
- Email address
- Phone number
- Billing/invoice details
- Information about your child (e.g., name, age, academic level), if applicable
- Messages or enquiries you send to us
- Payment information (processed securely by third-party payment providers; we do not store full card details)

Automatically collected data

When you visit our website, we may collect:

- IP address
- Browser type and version
- Device information
- Cookies and tracking data
- Pages viewed and time spent on the site

Special category data

We do **not** intentionally collect special category data (e.g., health information) unless you explicitly provide it (e.g., learning difficulty information relevant to tutoring). If so, we will only process it with your explicit consent.

3. How We Use Your Personal Data

We use your information for the following purposes:

- To deliver online tutoring sessions
- To manage bookings, scheduling, and invoicing
- To communicate with you regarding lessons, enquiries, or account matters
- To improve our services and website
- To send updates or marketing communications (only with your consent)
- To comply with legal or regulatory obligations

4. Legal Bases for Processing

We process personal data under the following legal bases:

- **Contract** – to provide tutoring services you have requested
- **Consent** – for optional communications or special category data
- **Legitimate Interests** – to improve our website, ensure security, and manage business operations
- **Legal Obligation** – for accounting, safeguarding, or regulatory requirements

5. How We Store and Protect Your Data

We implement appropriate technical and organisational measures to safeguard your data, including encryption, secure servers, and access controls.

Your data is stored in the UK or in countries that provide an adequate level of protection under UK data protection law. If data is transferred internationally (e.g., through a service provider), we ensure safeguards such as Standard Contractual Clauses (SCCs) are in place.

6. How Long We Keep Your Data

We retain personal data only for as long as needed:

- Contact and booking data: typically **up to 6 years** for accounting purposes
- Learning information: as long as tutoring services continue, then deleted after **12 months** of inactivity
- Marketing data: until you withdraw consent
- Website analytics: retention periods vary depending on the tool (usually 14–26 months)

We securely delete or anonymise data when no longer needed.

7. Sharing Your Data

We never sell your personal data.

We may share your information with trusted third parties, such as:

- Payment processors
- Scheduling/learning platforms (e.g., Zoom, online whiteboards)
- Email and customer support tools
- Website analytics providers
- IT, security, or hosting services
- Legal or regulatory bodies where required

All third parties are required to keep your data secure and process it only according to our instructions.

8. Cookies and Tracking

Our website uses cookies and similar technologies to improve user experience and analyse website performance.

You will be presented with a cookie banner where you may accept or manage your preferences in accordance with UK privacy regulations (PECR).

For more details, see our **Cookie Policy**.

9. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

- **Access** – request a copy of your personal data
- **Rectification** – correct inaccurate or incomplete information
- **Erasure** (“right to be forgotten”)
- **Restriction** of processing
- **Data portability**
- **Object** to processing based on legitimate interests or for marketing
- **Withdraw consent** at any time

To exercise any rights, contact: **[Insert Contact Email]**

You also have the right to lodge a complaint with the **Information Commissioner’s Office (ICO)**: <https://ico.org.uk/>

10. Children’s Privacy

We work with learners under 18, and we process their data only with the consent of a parent or legal guardian. We do not knowingly collect data from children without parental authorisation.

11. Links to Third-Party Websites

Our website may contain links to external sites. We are not responsible for the privacy practices of those websites.

12. Changes to This Privacy Policy

We may update this policy periodically. Any changes will be posted on this page with an updated “Last Updated” date.

13. Contact Us

If you have any questions about this Privacy Policy or how we process data, please contact:

The Maths Movement

Email: admin@themathsmovement.co.uk

Address:

124 City Road

London

England

EC1V 2NX