

## **Privacy Policy – Educo London**

**Last updated:** 25 May 2025

At Educo London Ltd (“we”, “us”, or “our”), we are committed to protecting your privacy and handling your personal data responsibly, in accordance with the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018, and other relevant legislation.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website or use our tutoring and coaching services.

### **1. Who We Are**

Educo London Ltd

Registered in England and Wales

Email: [info@educolondon.com](mailto:info@educolondon.com)

Website: [www.educolondon.com](http://www.educolondon.com)

We are the data controller for the purposes of data protection law.

### **2. What Personal Data We Collect**

We may collect and process the following data:

#### **When you browse our website:**

- IP address and browser type (via cookies)
- Device and usage information

#### **When you contact us or book a service:**

- Parent’s name, email address, phone number
- Student’s name, year group, subject needs
- Any details shared about academic challenges or goals

#### **When using our services:**

- Tutor session notes (where relevant)
- Feedback forms or parent surveys
- Payment and billing information (processed securely via third-party payment processors)

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

We collect and process your data for the following purposes:

- To deliver our tutoring and coaching services

- To respond to your enquiries and schedule sessions
- To personalise your experience and make tutor recommendations
- To manage billing and administration
- To improve our services and monitor performance
- To send occasional updates or marketing communications (with your consent)

#### **4. Legal Bases for Processing**

We rely on the following lawful bases to process your data:

- Contractual necessity – to deliver the services you’ve requested
- Legitimate interests – for service improvement, customer support, and internal admin
- Consent – for sending marketing emails or publishing testimonials
- Legal obligation – to comply with tax or safeguarding responsibilities

#### **5. Who We Share Data With**

We may share your information with:

- Our vetted tutors (limited to information necessary for providing lessons)
- Payment providers (e.g. Stripe)
- Email platforms (e.g. Mailchimp or Wix) for communication
- Legal or regulatory authorities, where required by law

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

#### **6. How We Store and Protect Your Data**

- Data is stored securely on GDPR-compliant platforms (e.g. Google Workspace, Calendly, Wix)
- Access is restricted to authorised staff and tutors
- We use appropriate technical and organisational measures to protect your information

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

We only keep your data as long as necessary for the purposes we collected it for:

- Enquiry and contact details: up to 12 months if no services are purchased
- Student and lesson records: up to 3 years after your last lesson (for safeguarding/legal purposes)

- Financial records: 6 years (in line with HMRC requirements)

## **8. Your Data Rights**

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete data
- Request deletion of your data (in some cases)
- Withdraw consent (e.g. unsubscribe from marketing)
- Object to processing based on legitimate interests
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise your rights, email **info@educolondon.com**.

## **9. Cookies**

Our website uses cookies to enhance your browsing experience. You can accept or decline cookies when visiting the site. For more details, see our [Cookie Policy].

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page and, where appropriate, notified via email.

## **Contact Us**

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

 **info@educolondon.com**