

## Privacy Notice: Motivational Mathematics Ltd

**Last Updated:** 31/12/2025

At **Motivational Mathematics Ltd**, we take your privacy seriously. This notice explains how we use the personal information of our GCSE and A Level students and their parents/guardians, whether you are learning with us online or in person.

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### 1. Who We Are

Motivational Mathematics Ltd is the "Data Controller" of your personal info.

- **Contact:** [motivationalmathematics@gmail.com](mailto:motivationalmathematics@gmail.com).
- **Registered Office:** 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, UNITED KINGDOM

### 2. Information We Collect

We collect information to provide the best possible math coaching experience:

- **Contact Details:** Parent and student names, email addresses, and phone numbers.
- **Educational Details:** Current school, year group, exam board (e.g., AQA, Edexcel), and current/target grades.
- **Session Data:** For online tutoring, we may record sessions for student playback and safeguarding purposes.
- **Payment Info:** Billing addresses and transaction history (processed securely via [Stripe/PayPal/Bank Transfer]).

### 3. How We Use Your Information

We use your data to:

1. **Deliver Tutoring:** Schedule lessons, track progress, and provide tailored math resources.
2. **Communicate:** Send lesson reminders, progress reports, and invoices.
3. **Ensure Safety:** Maintain safeguarding standards through tutor vetting (Daily DBS checks) and safeguarding policy
4. **Market (with consent):** Send you tips for exam success or news about new revision courses.

#### 4. Who We Share Data With

We do **not** sell your data. We only share information with:

- **Our Tutors:** Only the specific tutor assigned to the student.
- **Service Providers:** Secure platforms like Zoom/Google Meet for lessons and cloud storage for lesson recordings.
- **Legal Authorities:** Only if required for safeguarding or by law.

#### 5. How Long We Keep Your Data

We keep student records for **6 years** after their final exam session. This allows us to provide references if needed and meet our tax and insurance obligations. After this period, data is permanently deleted.

#### 6. Your Rights

You have the right to:

- See what data we hold about you.
- Ask us to fix mistakes in your data.
- Ask us to stop sending marketing emails at any time.
- Request that we delete your data (if we no longer have a legal need to keep it).

#### 7. Cookies

Our website uses cookies to improve your browsing experience and analyse site traffic. You can manage your cookie preferences through your browser settings.

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#### 8. How to Complain

If you have a concern about how we handle your data, please contact us first at [motivationalmathematics@gmail.com](mailto:motivationalmathematics@gmail.com). If you aren't satisfied, you have the right to complain to the **Information Commissioner's Office (ICO)** at [www.ico.org.uk](http://www.ico.org.uk).

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