



# Cookies and Privacy Policy

Last updated: 22 April 2026

## Privacy and Cookies Policy

Decimal Education respects your privacy and is committed to handling personal information carefully, fairly and transparently.

This Privacy and Cookies Policy explains how Decimal Education collects, uses, stores and protects personal information when you use the Decimal Education website, contact Decimal Education, make an enquiry, book support, purchase a resource or otherwise interact with Decimal Education.

If you do not agree with this policy, please do not use the website or provide personal information.

### 1. Who we are

Decimal Education is a UK-based sole trader business operating under the trading name Decimal Education.

For privacy and data protection queries, please contact:  
support@decimaleducation.co.uk

### 2. What this policy covers

This policy applies to personal information collected through:

- the Decimal Education website
- website contact and enquiry forms
- email communications
- WhatsApp communications
- Zoom sessions and Zoom-generated summaries
- digital product purchases
- bookings for tuition, Homework Club, parent support, CPD and school support
- resource downloads and file transfers where relevant

### 3. The personal information Decimal Education may collect

Depending on how you interact with Decimal Education, the following information may be collected:

- name
- email address
- phone number

- parent or guardian contact details
- student details relevant to the support requested
- qualification, exam board, year group or course information
- school, college or organisation details
- information you include in enquiry forms, emails, messages or uploaded files
- booking and payment information
- communications about support, scheduling or complaints
- session notes and Zoom AI-generated summaries
- marketing preferences
- website usage information collected through cookies and similar technologies

Decimal Education aims to collect only the information reasonably needed for the purpose in question.

#### 4. How personal information is collected

Decimal Education may collect personal information when you:

- visit the website
- fill in a contact or enquiry form
- email or message Decimal Education
- book a service
- purchase a digital resource or support service
- provide information for tuition, Homework Club, CPD or school support
- upload documents or files
- opt in to emails, updates or promotional communications
- provide feedback, a testimonial or outcome information with consent

#### 5. How Decimal Education uses personal information

Decimal Education may use personal information to:

- respond to enquiries
- decide whether a service is suitable
- arrange and deliver tuition, Homework Club, revision courses, parent support, teacher support, CPD or school services

- process payments and manage bookings
- send confirmations, reminders, follow-up information and service updates
- prepare session summaries or reports
- provide customer support
- manage digital product orders and delivery
- improve the website, services and resources
- maintain records for administration, safeguarding, complaints and dispute handling
- send marketing, promotional or update emails where appropriate
- use testimonials or outcomes where consent has been given

#### 6. Lawful bases for processing

Depending on the situation, Decimal Education may rely on one or more of the following lawful bases:

- contract, where processing is needed to provide a service, process a booking or take steps before entering into a contract
- legitimate interests, where processing is reasonably necessary for running and improving Decimal Education, handling enquiries, managing services, maintaining records, or protecting the business and users
- consent, where this is appropriate, including for marketing communications, testimonials, certain direct communications, and non-essential cookies
- legal obligation, where Decimal Education must process or retain information to comply with the law

Where consent is used, it can be withdrawn at any time by contacting [support@decimaleducation.co.uk](mailto:support@decimaleducation.co.uk), although this will not affect processing already carried out lawfully before consent was withdrawn.

#### 7. Under-18 students

For under-18 students, the parent or legal guardian is the contracting customer and is responsible for booking, payment and agreeing the relevant terms.

Direct communication with an under-18 student by email or WhatsApp will only take place where parental or guardian agreement has been recorded in advance.

Decimal Education expects online sessions involving under-18s to take place through agreed channels and in an appropriate learning environment.

## 8. Zoom summaries, notes, recordings and screenshots

Decimal Education uses Zoom for online sessions.

Zoom AI-generated summaries may be used to create session overviews, internal notes and, where relevant, reports or follow-up summaries. These summaries are used to support service delivery and record keeping.

Decimal Education does not record lessons or sessions as a matter of routine.

Screenshots must not be taken by Decimal Education or by clients/students unless specifically agreed in advance.

## 9. Marketing communications

Decimal Education may send emails about services, resources, updates, promotions, revision courses, CPD, Homework Club or other relevant opportunities.

Where marketing emails rely on consent, you can unsubscribe at any time by:

- replying to the email and asking to unsubscribe, or
- emailing [support@decimaleducation.co.uk](mailto:support@decimaleducation.co.uk)

Service-related emails, payment reminders, booking confirmations and essential support communications are not the same as marketing communications and may still be sent where necessary.

## 10. Testimonials, feedback and outcomes

Decimal Education may use testimonials, feedback and outcomes only where appropriate permission has been given.

Where consent is given, Decimal Education may use:

- first name and surname initial
- anonymised or lightly anonymised feedback
- general outcomes or improvements

If you later want a testimonial or identifiable feedback removed, contact [support@decimaleducation.co.uk](mailto:support@decimaleducation.co.uk) and Decimal Education will consider the request reasonably.

## 11. Who personal information may be shared with

Decimal Education does not sell personal information.

Information may be shared only where reasonably necessary with service providers that support the operation of Decimal Education, such as providers used for:

- website hosting and contact forms
- payments
- email communications
- Zoom meetings and summaries
- WhatsApp communications
- file transfer where needed
- website analytics or related technical services

At the time of writing, this may include services such as GoDaddy, Stripe, Zoom, WhatsApp and WeTransfer, depending on the service used.

Information may also be disclosed:

- where required by law
- where reasonably necessary to protect Decimal Education, a student, a parent, a teacher or another person
- in connection with complaints, disputes or safeguarding concerns
- where appropriate to relevant authorities if safeguarding or legal concerns arise

## 12. International transfers

Because some third-party service providers may store or process information outside the UK, your personal information may sometimes be transferred internationally.

Where this happens, Decimal Education will seek to use reputable providers and reasonable safeguards appropriate to the service involved.

## 13. How long Decimal Education keeps personal information

Decimal Education does not keep personal information for longer than is reasonably needed.

As a general approach:

- general enquiries are usually deleted once dealt with, unless there is an ongoing conversation or you have asked to remain in contact
- ordinary client records, booking records, session notes and routine summaries are usually kept for up to 1 month after support ends, unless they need to be kept longer for payment, legal, safeguarding, complaint or dispute reasons
- marketing contact details are kept until you unsubscribe or ask for deletion, unless there is another lawful reason to retain them

- safeguarding and complaints records may be kept for longer where reasonably necessary

Retention periods may be adjusted where the law, a safeguarding issue, a dispute or legitimate business need requires it.

#### 14. Your rights

Depending on the circumstances, you may have rights including:

- the right to be informed
- the right of access
- the right to rectification
- the right to erasure
- the right to restrict processing
- the right to object
- the right to data portability, where applicable
- the right to withdraw consent where processing relies on consent
- the right to complain to the Information Commissioner's Office

To exercise any of these rights, contact:

[support@decimaleducation.co.uk](mailto:support@decimaleducation.co.uk)

Decimal Education may need to ask for reasonable information to confirm identity before dealing with a request.

#### 15. Complaints about data protection

If you have a concern about how Decimal Education has handled your personal information, please contact Decimal Education first at [support@decimaleducation.co.uk](mailto:support@decimaleducation.co.uk) so the issue can be considered.

You also have the right to complain to the UK Information Commissioner's Office if you remain unhappy.

#### 16. Cookies and similar technologies

The Decimal Education website uses cookies and similar technologies.

These may include:

- strictly necessary cookies that help the website function properly
- analytics cookies that help understand website traffic and use

- other website tools or similar technologies depending on the site settings and services enabled

Where cookies or similar technologies are not strictly necessary, Decimal Education intends that they should only be used where valid consent has been given through the website's cookie tools.

You can usually manage cookie preferences through:

- the cookie banner or site preference tools, and
- your browser settings

Please note that disabling strictly necessary cookies may affect how the website works.

### 17. Third-party links

The website may contain links to third-party websites or services. Decimal Education is not responsible for the privacy practices of third-party sites. You should read their privacy information separately.

### 18. Security

Decimal Education takes reasonable steps to protect personal information from loss, misuse, unauthorised access, disclosure or alteration.

However, no online system can be guaranteed to be completely secure, and you provide information at your own risk.

### 19. Changes to this policy

Decimal Education may update this Privacy and Cookies Policy from time to time.

The latest version will appear on the website with the updated date at the top. Continued use of the website or services after changes are published may indicate acceptance of the updated policy where appropriate.

### 20. Contact

For privacy or data protection enquiries, contact:  
support@decimaleducation.co.uk