


## Privacy Policy

**Last updated:** 17/06/26

Esse Publishing Limited (“we”, “our”, “us”) respects your privacy. This Privacy Policy explains how we collect, use, and protect your information when you use our mobile and web application (“the App”).

We are the **data controller** of your personal information under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

If you have questions, you can contact us at:

 [contact@thequotationbank.co.uk](mailto:contact@thequotationbank.co.uk)

 Unit 1 The Byre, Hook Street, Royal Wootton Bassett, Swindon, Wiltshire, England, SN4 8EF

**For individual users purchasing directly via the App Store or Google Play, we are the data controller of your personal information under the UK GDPR.**

**For users accessing the App through a school site license, we act as a data processor on behalf of your school.**

## School Site Licenses

In addition to individual subscriptions, the App is available to schools and educational institutions via site licenses. If your access to the App is provided by your school, the following terms apply regarding your personal data.

### Our Role as a Data Processor

When a school purchases a site license and provides us with user details to create accounts, the **School is the Data Controller** and **Esse Publishing Limited is the Data Processor** under the UK GDPR.

- This means the school decides how and why your personal information is used.
- We only process this data based on the explicit documented instructions of the school (typically outlined in a Data Processing Agreement).

### Information Provided by Schools

Unlike direct App Store or Google Play subscriptions where we do not collect personal identifiers, for school site licenses we must process specific information provided by the school to set up your account. This typically includes:

- User email addresses (students and/or teachers)
- Names or account identifiers (if provided by the school)

### How We Use School-Provided Data

We use this data strictly to:

- Create and authenticate user accounts.

- Provide the educational services and features of the App as contracted by the school.
- Provide technical support to the school. We **do not** use school-provided student or teacher data for our own marketing purposes, nor do we sell this data.

### **Data Retention for School Accounts**

We retain school-provided data only for as long as the school maintains an active site license with us, or until the school explicitly instructs us to delete or return the data. Upon termination of the school's contract, all associated personal data is securely deleted or anonymized in accordance with our agreement with the school.

### **Your Rights (School Users)**

Because your school is the Data Controller, any requests to exercise your data protection rights (such as the right to access, correct, or delete your personal information) must be directed to your school. We will fully assist and cooperate with the school in fulfilling these requests.

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## **1. Information We Collect**

When you use the App, we may collect:

- **Device Information:**  
Device model, operating system, unique device identifiers, IP address.
- **Usage Data:**  
Screens viewed, features used, session length, crash reports, and performance data.  
Collected via **Google Analytics for Firebase**.
- **Subscription Status:**  
We receive confirmation from Apple App Store or Google Play Store that a subscription has been purchased or renewed.  
We do **not** process payments directly and we do **not** collect your name or payment card details.

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

We use your information to:

- Provide and improve the App's features.
- Monitor performance, usage, and trends (analytics).
- Detect and fix errors or crashes.
- Confirm subscription status (via Apple/Google).

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

Our processing is based on:

- **Legitimate Interests** – to improve and secure the App.
  - **Consent** – where required for analytics or tracking.
  - **Contract** – where processing is necessary to deliver subscription features via Apple/Google.
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#### 4. Third-Party Services

We use **Google Analytics for Firebase** to collect usage and performance data. Google may use the collected data to contextualize and personalize ads within their own advertising network if you have enabled those features (we do not directly serve ads in the App).

For more information on how Google processes data, please see:

- 👉 [Google Privacy Policy](#)
  - 👉 [Google Firebase Privacy & Security](#)
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#### 5. Sharing Your Information

We do not sell your personal information. We may share it with:

- **Service Providers** – e.g., Google (Firebase/Analytics).
- **Platform Providers** – Apple and Google provide subscription status confirmations.
- **Legal Authorities** – if required by law.

Some providers may store data outside the UK (e.g., Google in the US). We ensure appropriate safeguards are in place.

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#### 6. Data Retention

- Analytics data: retained according to Google's data retention settings (currently up to 26 months).
  - Subscription status: retained as long as needed to provide access to the App.
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#### 7. Your Rights

You have rights under UK GDPR, including the right to:

- Access your data.
- Request correction or deletion.
- Object to processing.
- Withdraw consent (where applicable).
- Complain to the **Information Commissioner's Office (ICO)**: <https://ico.org.uk>.

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## 8. Children's Privacy

Our App is **not directed to children under 13**. If you believe we have collected data from a child, please contact us so we can delete it.

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## 9. Security

We take reasonable measures to protect your information, but no method of electronic transmission or storage is completely secure.

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## 10. Changes to This Policy


We may update this Privacy Policy from time to time. Updates will be reflected by the "Last updated" date.

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## 11. Contact Us

If you have questions about this Privacy Policy, contact us at:

 [contact@thequotationbank.co.uk](mailto:contact@thequotationbank.co.uk)

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