

Privacy Statement for Home Subscribers and Parents/Guardians of School Subscribers to Maths-Whizz

In this Privacy Statement, when we say “Maths-Whizz”, we also mean “Math-Whizz” (the name used in North America) or a translated version of Maths-Whizz used in some countries.

Introduction

When you are exploring whether to subscribe to Maths-Whizz, undertaking a free trial and/or you have become a home subscriber and your child is using the subscription to Maths-Whizz you have paid for, and/or you are the parent or guardian of a student using Maths-Whizz through a school subscription, Whizz Education will have some personal details about you and your child. We want to explain why we have that information, how we use, manage and protect that information and your rights relating to it. The information we hold is called Personal Data which means data from which you and your child could be identified.

What Personal Data do we have about you and your child?

We will usually know some or all of:

1. Your name
2. Your email address
3. Your physical address
4. Your telephone number
5. Your gender
6. Information relating to your method of payment for any paid-for subscription
7. The name of each child for whom you are subscribing or for whom your school subscribed
8. Each child's date of birth and gender

We also record when your child uses Maths-Whizz, what Maths-Whizz exercises he or she does and their scores in those exercises, and we may also have their results in other tests.

All of the above constitutes Personal Data.

Where did we get this data from?

Directly from you through your use of registration, free trial and enquiry forms on our website or from your child's school.

What is the legal basis and purpose for our holding your Personal Data?

We need to request your Personal Data in order to set up a free trial and/or a subscription and thereafter we need to continue to hold your Personal Data to keep you informed about how well your student(s) are doing as they use Maths-Whizz. We need each child's data so that they may use Maths-Whizz effectively. So, our principal legal basis and purpose in holding your and your child's Personal Data is so that we can enter into and then operate our contract with you and provide the services we have agreed to supply.

We also have a legitimate interest in holding your Personal Data when you have supplied it in contemplation of making a subscription since, whether or not you proceed at the time, you may want to do so in the future, and we want to be able to send you Maths-Whizz product information unless you have asked us not to do so.

When we hold your Personal Data as a result of it being supplied by your child's school, our legitimate interest is to report to you regularly concerning your child's usage of, and progress with Maths-Whizz since regular communication encourages engagement and engagement enhances learning outcomes.

What we do with your Personal Data?

When you register to be a paying subscriber, we may first use your Personal Data to conduct credit checking by a credit reference agency who may record that a credit check has been made, and to disclose your details including account details to a bank, credit card operator or other payment processor for the purposes of setting up a continuous payment authority and/or collecting direct debits. Thereafter, we use your Personal Data mainly to collect your subscriptions and to communicate with you concerning your child's use of Maths-Whizz. If you are a parent or guardian of a student using a school subscription, we use your Personal Data solely to communicate with you concerning your child's use of Maths-Whizz.

We use Personal Data regarding your child to enable your child to access Maths-Whizz Tutoring effectively and so that we can report to you how your children using Maths-Whizz are progressing in maths. We consolidate anonymised data about your child's use of Maths-Whizz with similar data concerning other students and share such data (which is no longer Personal Data) with you, other subscribers to Maths-Whizz and/or to third party organisations.

We may also use your Personal Data to conduct market surveys and/or to communicate with you about Maths-Whizz (provided you have not told us we should not do so). We may use your child's data to run competitions.

We may also use your and/or your child's data to facilitate cookies (see below).

Who else do we give access to your information and why?

Sometimes we share information with other people to help Maths-Whizz work properly:

- Education researchers may see results and learning information, but not things like your child's name nor your contact details. Researchers only use the information to create group reports, for example to understand how students learn certain maths topics. These reports do not identify students or their parents-guardians.
- Trusted companies that help us to run Maths-Whizz may see some Personal Data (such as names, class details, login details, and learning progress) when they need it to provide their services to us. The trusted companies that help us to run Maths-Whizz are called sub-processors. All such sub-processors are required by contract to protect Personal Data, keep it secure, and use it only to provide services to Whizz Education in line with data protection laws. They are not allowed to use this information for their own purposes. Our sub-processors are listed at the end of this document.

We also work with local business partners in some countries. These partners help schools to use Maths-Whizz. There are two main types of partners:

- Agents – they help to introduce Maths-Whizz to schools and support them locally.
- Resellers – they buy Maths-Whizz from us and resell it to schools in their country.

These partners may be able to see some student Personal Data (such as names, class information, and learning progress) only for schools they work with, and only to support Maths-Whizz and help schools and students.

Whizz Education makes sure that appropriate contractual and data protection safeguards are in place with all such partners, so that student Personal Data is protected and used only as permitted. Our partners are not allowed to use student Personal Data for advertising or for anything outside Maths-Whizz.

What we don't do with your Personal Data

- We do not use Personal Data regarding you for profiling or automated decision making.
- We do not transfer Personal Data regarding you outside of the UK and/or the European Union except when we use cloud services usually in the United States. Whizz Education has agreements with them to keep your data safe which are in accordance with all relevant data protection legislation.

How do we protect your Personal Data?

The Company takes the protection and security of your Personal Data very seriously and is making sure that we comply with data protection laws in the countries where we operate including the UK General Data Protection Regulation (GDPR), the EU GDPR and other relevant data protection legislation. You can view our Data Protection Policy [here](#).

How long do we keep your Personal Data?

We keep your Personal Data for as long as we have a purpose in doing so, in other words to operate our contract with you and/or to exercise our legitimate interest in keeping you informed about Maths-Whizz and/or your child's usage of and progress with Maths-Whizz. After your child's home subscription to Maths-Whizz ends, we will keep your Personal Data for up to 5 years to make it easy for you to resubscribe. However, we will not contact you unless you have opted to receive emails from us. In that case, you also have the ability to opt out at any time. After a year we keep only your child's Maths-Whizz lesson history in an "anonymised" form such that nobody will know it is data relating to your child (this may happen within 60 days of your subscription ending when you so

request). After your child's school subscription to Maths-Whizz ends, we will delete your Personal Data within 60 days.

What are your Personal Data rights?

If, at any time, you believe the Personal Data we hold on you is incorrect, you want us to correct or delete that data, or you no longer want us to hold that data or contact you, you can exercise your rights under the UK GDPR and/or the EU GDPR by submitting a Subject Access Request form available [here](#). These rights include:

- The right to find out what Personal Data about you we hold
- The right to have us correct any incorrect or incomplete Personal Data about you
- The right, in some circumstances, to ask us to delete Personal Data about you
- The right, in some circumstances, to ask us to stop processing Personal Data about you
- The right, in some circumstances, to object to us processing Personal Data about you

Please note, save where required to do so by law, we will not delete Personal Data that is required to maintain our business purpose or that is required to facilitate your child's use of Maths-Whizz.

For more information about your Personal Data rights please contact your local data protection authority. In the UK, visit the Information Commissioner Office website at: <https://ico.org.uk/for-organisations/data-protection-reform/overview-of-the-gdpr/individuals-rights/>

How about cookies?

We use cookies to help personalise your and your child's use of Maths-Whizz. A cookie is a small piece of information which is sent to your computer's hard drive by the web server so that the website can remember who you and/or the nominated Student are. This information may include information relating to your use of our sites, information about your computer such as the computer's IP address and browser type, demographic data and, if you arrived at our site via a link from a third party site, the URL of the linking page. If you are a paying Subscriber and/or a parent or guardian of a student using a school subscription, this may include your name and email address for verification purposes and become additional Personal Data.

We use information from cookies for purposes which may include:

- identifying returning Subscribers and nominated Students and allowing Subscribers and nominated Students to be presented with a personalised version of Maths-Whizz
- enabling you to move more easily around our site
- tracking your use of our site to better develop our site in accordance with your requirements
- understanding, in an aggregated and statistical way, how different groups of users use Maths-Whizz, strictly for analytics and service improvement purposes. This does **not** involve profiling or making decisions about individual users.

You can delete cookies from your hard drive at any time. However this will mean that any settings will have to be reset. You can set your internet browser so that it will not allow cookies to be stored on your computer. This may reduce functionality of our site, prevent access to subscriber-only areas of the site and mean that certain features or content will not be available to you. Further information on how to prevent cookies from being stored on your computer can be found

on <http://www.allaboutcookies.org> under the 'manage cookies' section. Alternatively go to the help menu within your internet browser.

The essential cookies required to facilitate your use of Maths-Whizz cannot be individually consented to and our lawful basis for such cookies is the operation of our contract with you.

From time to time, we may allow trusted third-party companies to place cookies on www.whizz.com and Maths-Whizz only where you have given your consent. These cookies are used for purposes such as:

- understanding how our website and services are used,
- improving functionality and performance, and
- helping us improve Maths-Whizz.

These third parties are not permitted to use cookies to advertise to you, and they may only use cookie data for the purposes we have approved.

All non-essential cookies are subject to clear opt-in and opt-out controls, which you can change at any time using our cookie settings.

Who do I contact if I have an issue with my Personal Data that you hold?

Please send Ray Douse a message at dpo@whizz.com. Ray fulfils the role of Data Protection Officer for Whizz. If you are located in the European Economic Area, you may contact our EU Data Representative, Ms Asem Koshkarbayeva, at asem.koshkarbayeva@whizz.com

How do I make a complaint about how my Personal Data is being held or processed?

If you wish to raise a complaint on how we have handled your Personal Data, you can contact our Data Protection Officer who will investigate the matter.

If you are not satisfied with our response or believe we are processing your Personal Data not in accordance with the law, you can complain to the Information Commissioner's Office (ICO). Their Helpdesk number is 0303 123 1113.

Our Sub-Processors (Companies That Help Us To Run Maths-Whizz)

These companies help us to provide Maths-Whizz. They are only allowed to use Personal Data to help us to deliver the service.

Sub-processor	What they do	Contact / Privacy Info	Data used	Why they need it	Where data may be processed
Amazon Web Services (AWS)	Cloud hosting	https://aws.amazon.com/privacy/	Account data, learning data	To store and run Maths-Whizz securely	USA

Clever	School login & rostering	https://clever.com/privacy	Names, class details	To allow students to sign in through school systems	USA
Freshworks (Freshdesk)	Customer support	https://www.freshworks.com/privacy/	Support messages, contact info	To help answer questions and fix problems	USA, EU, IND, AU and MEA
Atlassian (Jira)	Issue tracking	https://www.atlassian.com/legal/privacy-policy	Technical issue data	To fix bugs and improve the service	Global (All Atlassian cloud across AWS regions)
Salesforce	Customer management	https://www.salesforce.com/company/privacy/	School and parent contact data	To manage relationships with schools and families	EU
Google Analytics	Usage analytics	https://policies.google.com/privacy	Usage data (not names)	To understand how Maths-Whizz is used	Global, EU users in EU
Mailchimp	Emails to parents/teachers	https://mailchimp.com/legal/privacy/	Contact details	To send important service emails	USA