

Privacy Policy

Last updated April 08, 2024

This privacy policy is applicable to the Everything Education app (hereinafter referred to as "Application") for mobile devices, which was developed by Everything Applified (hereinafter referred to as "Service Provider") as a Freemium service. This service is provided "AS IS".

This privacy notice for Everything Education Limited ('we', 'us', or 'our'), describes how and why we might collect, store, use, and/or share ('**process**') your information when you use our services ('**Services**'), such as when you:

- Download and use our mobile application (Everything Education), or any other application of ours that links to this privacy notice
- Engage with us in other related ways, including any sales, marketing, or events

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at contactus@everythingeducation.co.uk.

What information does the Application obtain and how is it used?

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- names
- phone numbers
- email addresses
- usernames
- passwords
- contact preferences
- contact or authentication
- data debit/credit card numbers
- billing addresses

Sensitive Information. We do not process sensitive information.

Payment Data. We may collect data necessary to process your payment if you make purchases, such as your payment instrument number, and the security code associated with your payment instrument. All payment data is stored by Stripe. You may find their privacy notice link(s) here: <https://stripe.com/gb/privacy>.

Application Data. If you use our application(s), we also may collect the following information if you choose to provide us with access or permission:

- **Push Notifications.** We may request to send you push notifications regarding your account or certain features of the application(s). If you wish to opt out from receiving these types of communications, you may turn them off in your device's settings.

This information is primarily needed to maintain the security and operation of our application(s), for troubleshooting, and for our internal analytics and reporting purposes.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

User Provided Information

The Application acquires the information you supply when you download and register the Application. Registration with the Service Provider is not mandatory. However, bear in mind that you might not be able to utilize some of the features offered by the Application unless you register with them.

For users under the age of 16: The Service Provider acknowledges the sensitive nature of providing services to children. The Application is intended for use by students, including those under the age of 16, in educational settings. The Service Provider does not knowingly collect personal information from children under the age of 16 without verifiable parental consent. If you are a parent or guardian and you are aware that your child has provided us with personal information without your consent, please contact us so that we will be able to take necessary actions.

The Service Provider may also use the information you provided them to contact you from time to time to provide you with important information, required notices, and marketing promotions.

Automatically Collected Information

In addition, the Application may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device's unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use the Application.

What Legal Bases Do We Rely On To Process Your Information?

In Short: We only process your personal information when we believe it is necessary and we have a valid legal reason (i.e. legal basis) to do so under applicable law, like with your consent, to comply with laws, to provide you with services to enter into or fulfil our contractual obligations, to protect your rights, or to fulfil our legitimate business interests.

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information.

- As such, we may rely on the following legal bases to process your personal information:
Consent. We may process your information if you have given us permission (i.e. consent) to

use your personal information for a specific purpose. You can withdraw your consent at any time.

- **Legitimate Interests.** We may process your information when we believe it is reasonably necessary to achieve our legitimate business interests and those interests do not outweigh your interests and fundamental rights and freedoms. For example, we may process your personal information for some of the purposes described in order to:
 - Analyse how our Services are used so we can improve them to engage and retain users
 - Diagnose problems and/or prevent fraudulent activities
 - Understand how our users use our products and services so we can improve user experience
- **Legal Obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.
- **Vital Interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

Does the Application collect precise real-time location information of the device?

This Application does not gather precise information about the location of your mobile device.

Do third parties see and/or have access to information obtained by the Application?

In Short: *We are not responsible for the safety of any information that you share with third parties that we may link to or who advertise on our Services, but are not affiliated with, our Services.*

Only aggregated, anonymized data is periodically transmitted to external services to aid the Service Provider in improving the Application and their service. The Service Provider may share your information with third parties in the ways that are described in this privacy statement.

Please note that the Application utilizes third-party services that have their own Privacy Policy about handling data. Below are the links to the Privacy Policy of the third-party service providers used by the Application:

- Google Play Services
- AdMob
- Google Analytics for Firebase

The Service Provider may disclose User Provided and Automatically Collected Information:

- as required by law, such as to comply with a subpoena, or similar legal process;
- when they believe in good faith that disclosure is necessary to protect their rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- with their trusted services providers who work on their behalf, do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this privacy statement.

What are my opt-out rights?

You can halt all collection of information by the Application easily by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

Data Retention Policy, Managing Your Information

The Service Provider will retain User Provided data for as long as you use the Application and for a reasonable time thereafter. The Service Provider will retain Automatically Collected information for up to 24 months and thereafter may store it in aggregate. If you'd like the Service Provider to delete User Provided Data that you have provided via the Application, please contact them at contactus@everythingeducation.co.uk and we will respond in a reasonable time. Please note that some or all of the User Provided Data may be required in order for the Application to function properly.

Children

The Service Provider acknowledges the sensitive nature of providing services to children, particularly those under the age of 13. The Application is intended for use by students, including those under the age of 13, in educational settings.

The Service Provider does not use the Application to knowingly solicit data from children under the age of 13 without verifiable parental consent. If you have any questions or concerns regarding the collection of data from children, or if you believe that your child has provided personal information to us without your consent, please contact the Service Provider at Contactus@everythingeducation.co.uk. We will take steps to promptly remove such information from our records or obtain verifiable parental consent.

Security

The Service Provider is concerned about safeguarding the confidentiality of your information. The Service Provider provides physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve their Application. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

Changes

This Privacy Policy may be updated from time to time for any reason. The Service Provider will notify you of any changes to the Privacy Policy by updating this page with the new Privacy Policy. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes.

This privacy policy is effective as of 01-04-2024.

Your Consent

By using the Application, you are giving your consent to the Service Provider processing of your information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand-held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information.

Contact us

If you have any questions or concerns about this Privacy Policy or our data practices, you may contact us at:

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