



[\(+44\) 7398 693 595](tel:+447398693595)
info@gowiselearning.co.uk

GoWise Learning - Data Protection and Confidentiality Policy

Last Updated: November 2025

At GoWise Learning (a trading name under Moms Academy Ltd) ("we", "us", "our"), we value your privacy and are committed to protecting your personal information. At our core, we exist to support learners, families and educational partners with trust, integrity and excellence. Protecting your personal information is a serious responsibility we carry with care.

This Privacy Policy explains:

- What information we collect, and why
- How we use, share, store, and secure it
- Your rights over your information
- How to contact us
- How we handle updates to this policy

By engaging with our website, registering for services or providing us data, you consent to the practices described here (unless otherwise required by law).

Who We Are & Key Contacts

- Data Controller: GoWise Learning, trading name for Moms Academy Ltd
- Main Contact: Anamaria Blanaru
- Email: info@gowiselearning.co.uk
- Telephone: [\(+44\) 7398 693 595](tel:+447398693595)

If you have questions or concerns about this policy or our handling of your data, please reach out to us first using the above contact.



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What Data We Collect & Why

We collect personal data from different groups: students, parents/carers, tutors/staff, schools or local authority partners . We only collect data that is necessary, relevant and proportionate to the services we provide or legal obligations we hold.

Below is an overview of categories of data and purposes:

Group / Context	Data Collected	Purpose / Use
Students / Learners	Name, date of birth, gender / pronouns, school/class, contact info, address, SEN / disability / SEND information, EHCP details, attendance, progress data, assessment results, behaviour / welfare notes, medical or safeguarding notes	Deliver tuition, tailor support, track progress, report to stakeholders, safeguarding, planning interventions
Parents / Carers / Guardians	Name, contact (phone, email), postal address, emergency contact details	Communication, consent, invoicing, liaising, emergencies
Tutors / Staff	Name, contact info, CV / qualifications, references, background checks/DBS, employment history, bank / payroll details	Recruitment, management, contracting, payment, performance review



Group / Context	Data Collected	Purpose / Use
Partner Organisations (schools, local authorities)	Name, role, contact details, contract / commissioning data, reports / analytics	Collaboration, reporting, compliance, service delivery
Website / Visitors	IP address, device/browser type, usage logs, cookies / analytics data, interaction data	Website functionality, security, analytics, performance improvement

Special / Sensitive Data:

Where we handle special categories (e.g. health, disability, SEND, SEMH, safeguarding) we will apply additional safeguards and where needed, obtain explicit consent or rely on legal justifications (e.g. public interest in education, safeguarding, vital interests).

How We Collect Data:

We may collect:

- Direct input (forms, registrations, assessments)
- Communications (email, phone, chats)
- Referrals from schools, local authorities or partner organisations
- Third parties (previous providers, educational settings, safeguarding agencies)
- Automated collection (website analytics, cookies, logs)

Legal Basis for Processing

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Under UK GDPR / Data Protection Act 2018, we must have a lawful basis to process your data. Our typical bases include:

- **Contractual necessity:** data processed to perform our contract (tuition provision, reporting, communication)
- **Legitimate interests:** improving services, preventing fraud, maintaining operations (provided these do not override individual rights)
- **Legal obligation:** compliance with laws, safeguarding duties, audits, record-keeping
- **Consent:** for optional / supplementary uses (e.g. marketing, profiling)
- **Vital interests or public task:** in urgent or statutory cases (e.g. safeguarding emergencies)

How We Use & Share Your Data

We use your data for:

- Delivering and managing tutoring / educational services
- Tracking progress, assessing outcomes, producing reports
- Communicating with you, scheduling, reminders
- Safeguarding, welfare, child protection
- Recruitment, paying tutors or staff, contractual matters
- Improving our services, analytics, research, evaluation
- Compliance, audits, legal obligations

We May Share Your Data With

We may share data with:

- Parents / carers (progress, reports)
- Schools, local authorities, commissioning bodies (under contract)
- Safeguarding agencies, statutory bodies (as required by law)



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- Service providers / data processors (e.g. CRM, IT, analytics, payment systems) under strict contracts
- Legal / audit / regulatory bodies (if required)
- In event of business transfer (merger, acquisition) — under safeguards

We ensure third parties handling your data are bound by confidentiality and data protection standards and act only under our instructions.

Cookies, Tracking & Website Analytics

We use cookies, analytics tools and similar technologies to collect usage data (e.g. IP addresses, device, pages visited, interaction). These help us improve the website, detect fraud, and understand user behaviour.

You will be able to accept or reject non-essential cookies; essential cookies (for site core functionality) may remain active. Our separate Cookies Policy forms part of this Privacy Policy.

Data Retention

We retain personal data only as long as necessary for its original purpose or as required by law or regulation. Typical retention periods:

- Student / parent data: retained during provision of services and for a period after (24 months)
- Tutor / staff records: retained during employment / contract period and thereafter for statutory duration (6 years)
- Financial / accounting data kept per tax / audit regulations
- Website logs / analytics: limited retention (12-24 months)

After expiry, data is securely anonymised or irreversibly destroyed.

Data Security & Protection

We adopt rigorous technical and organisational measures to keep your data safe:

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- Secure servers, encryption (in transit and at rest)
- Role-based access (only authorised personnel)
- Strong password and multi-factor authentication protocols
- Regular security audits, vulnerability testing
- Secure backups and disaster recovery plans
- Incident response and breach reporting procedures

If a personal data breach is likely to result in risk to your rights, we will notify you (and the ICO) as required by law.

Your Rights & Choices

You have rights under data protection law. Depending on the context, you may:

- Access your personal data (get a copy)
- Ask for correction (rectification) of inaccuracies
- Request erasure (delete data) — subject to lawful exceptions
- Request restriction of processing
- Object to certain processing (e.g. direct marketing)
- Request data portability (receive your data in a structured, machine-readable format)
- Withdraw consent (if processing based on consent)
- Lodge a complaint with a supervisory authority (ICO)

To exercise any right, please contact us. We aim to respond within statutory timeframes (usually one month; may extend in special cases).

Children, Guardianship & Sensitive Data

We recognise the sensitivity of handling data for minors. We ensure:

- Where children are involved, a parent or guardian must provide consent / act on their behalf

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- We do not collect more “special category data” than necessary
- For sensitive data (e.g. health, SEND, safeguarding), extra protection and legal bases apply
- Wherever required, we seek explicit consent from parent / guardian (or rely on lawful grounds)

Marketing & Communications

We may send you communications (newsletters, offers, updates) only if you consent, or as permitted by applicable law. You can opt-out at any time by following unsubscribe links or contacting us. We will not share your personal data with marketing third parties for their own purposes without your explicit consent.

Changes to This Policy

We may update this Privacy Policy (e.g. when services change or laws update). We will indicate the “Last Updated” date at the top and, in case of major changes, notify you (via email or website banner). Continued use constitutes acceptance of the new policy.

Complaints & Contact

If you have questions, concerns or wish to make a complaint about our data practices, please contact us:

Email: info@gowiselearning.co.uk

Telephone: [\(+44\) 7398 693 595](tel:+447398693595)

If you are not satisfied with our response, you may complain to the UK Information Commissioner's Office (ICO):

ICO Contact

Wycliffe House, Water Lane

Wilmslow, Cheshire SK9 5AF

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Helpline: [0303 123 1113](tel:03031231113)

Website: <https://ico.org.uk>

Governing Law & Disclaimer

This Policy is governed by the laws of England & Wales. If any provision is found invalid, it does not affect the remaining terms.