



THE ELITE SCHOOL

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Privacy Notice

The Elite School

Last updated 12 October 2026

This notice explains how The Elite School collects, uses, stores and shares personal information when people visit our website, make an enquiry, book an assessment, enrol for tuition, attend lessons, apply for work or otherwise communicate with us. It also explains the rights available under the UK General Data Protection Regulation, the Data Protection Act 2018 and relevant electronic marketing rules.

The Elite School provides supplementary tuition and educational support. We are not a school, online school or homeschooling provider. Parents and guardians remain responsible for their child's education, supervision, safeguarding and welfare outside scheduled tuition sessions.

1 Who we are

The Elite School is the controller responsible for the personal information described in this notice.

- Address and main branch: 123 High Street, Bordesley Green, Birmingham, B12 0JU, United Kingdom
- Email: info@theeliteschool.co.uk
- Telephone: 0121 231 0011
- Website: <https://theeliteschool.co.uk/>

Please contact us using the details above if you have a question about this notice or wish to exercise a data protection right.

2 Who this notice applies to

This notice applies to prospective, current and former students; parents and guardians; website visitors; people who make enquiries or book consultations; customers and payers; job applicants; suppliers; and other people who communicate with us. Tutors, employees and contractors are covered by a separate workforce privacy notice where appropriate.

3 Information we collect

Depending on the relationship and service involved, we may collect:

- Identity and contact information, including names, addresses, email addresses, telephone numbers, dates of birth and the relationship between a student and parent or guardian.
- Education information, including school or college, year group, subjects, examination boards, target grades, assessment results, academic progress, attendance, homework and tutor feedback.
- Service and account information, including enquiries, assessment bookings, enrolment records, class arrangements, communications, complaints and preferences.
- Payment and transaction information, including payer details, invoices, fees, refunds and payment status. Card details are normally processed directly by the relevant payment provider and are not retained by us in full.
- Special category information where necessary, such as information about health, disability, special educational needs, access arrangements, allergies or other support needs.
- Safeguarding and welfare information where a concern is raised or we are required to take protective action.

- Photographs, audio, video, testimonials or student work where these are created for teaching, security or publicity purposes and an appropriate legal basis has been established.
- Technical and usage information, including IP address, device and browser information, cookie identifiers, website activity and referral source.
- Marketing information, including communication preferences, campaign responses and consent records.
- Recruitment information, including applications, CVs, qualifications, employment history, references, right-to-work evidence, background-check information and interview notes.
- Any other information a person chooses to provide, including information contained in emails, WhatsApp messages, telephone calls, attachments or form submissions.

We ask people not to provide more personal information than is necessary. Where information about health, disability or support needs is required, it should be limited to what we reasonably need to provide safe and appropriate support.

4 How we collect information

We collect information directly from students, parents, guardians, customers, job applicants and other contacts. We may also collect information through our website, forms, telephone calls, emails, WhatsApp, social-media platforms, assessments, lessons, bookings, events, payment systems and our customer relationship management system.

Where appropriate and lawful, we may receive information from a school or college, examination centre, tutor, referral partner, awarding organisation, local authority, professional adviser, service provider or publicly available source. If a parent or guardian provides information about a child or another person, they should be authorised to do so and should make this notice available to that person where appropriate.

5 Why we use information and our lawful bases

We only use personal information when the law permits us to do so. The lawful basis depends on the purpose and context.

Purpose	Typical lawful basis
Responding to enquiries, arranging assessments and taking steps towards enrolment	Steps at the request of an individual before entering a contract; legitimate interests in managing enquiries and services.
Providing tuition, administering classes, recording attendance, monitoring progress and communicating about the service	Performance of a contract; legitimate interests in delivering, improving and administering tuition.
Managing fees, invoices, refunds, accounting and tax records	Performance of a contract; compliance with legal obligations; legitimate interests in financial administration and debt recovery.
Protecting students, handling safeguarding concerns and responding to emergencies	Compliance with legal obligations; vital interests; legitimate interests; and, for special category information, an applicable condition under Article 9 UK GDPR and Schedule 1 Data Protection Act 2018.
Meeting health, disability, SEN or access needs	Explicit consent where appropriate; legal obligations; substantial public interest or other applicable Article 9 condition, depending on the circumstances.
Handling complaints, legal claims, regulatory matters and preventing fraud	Legal obligations and legitimate interests in protecting our organisation and establishing, exercising or defending legal claims.

Purpose	Typical lawful basis
Improving the website and measuring non-essential analytics	Consent where required by the Privacy and Electronic Communications Regulations. Essential technologies are used where necessary to operate and secure the service.
Sending promotional email, text or WhatsApp messages	Consent, or the limited existing-customer exception where legally available; legitimate interests may support related processing but do not replace electronic-marketing requirements.
Managing job applications, recruitment and employment checks	Steps before a contract; legal obligations; legitimate interests in recruitment and workforce management; and an applicable additional condition for special category or criminal-offence information.
Creating and publishing identifiable testimonials, photographs or videos for publicity	Consent, which may be withdrawn for future use. The effect of withdrawal on material already printed or lawfully published will be explained when consent is obtained.

Where we rely on legitimate interests, we consider the purpose, necessity and potential effect on the individual, with additional care where children are involved. People may contact us for information about the relevant assessment.

6 Special category and safeguarding information

Some information requires additional protection, particularly information about health, disability, special educational needs, ethnicity, religion or safeguarding. We collect and use this information only when necessary and when both a lawful basis under Article 6 and an additional condition under Article 9 UK GDPR apply. Depending on the circumstances, this may include explicit consent, vital interests, substantial public interest in safeguarding children and individuals at risk, employment obligations, or the establishment, exercise or defence of legal claims.

Where a safeguarding concern arises, confidentiality cannot be guaranteed. We may share relevant information with safeguarding leads, emergency services, the police, social services, a local authority or another appropriate body where this is necessary and lawful to protect a child or another person.

7 Children and young people

Our services are used by children and young people, so we take particular care with their personal information. We normally collect enrolment and service information through a parent or guardian, but we may also obtain information directly from a student when it is appropriate for their age and understanding.

We use children's information only for clear and appropriate purposes, limit collection to what is reasonably necessary and aim to explain our use in accessible language. A child's data protection rights belong to the child. A parent or guardian may exercise those rights on the child's behalf where this is appropriate, taking account of the child's age, understanding, best interests and circumstances.

We do not knowingly use children's information for behavioural advertising or sell children's personal information. We do not send direct marketing to a child unless we have carefully assessed that it is lawful, fair and appropriate.

8 When information must be provided

Some information is required so that we can respond to an enquiry, enter into or perform a tuition contract, take payment, meet safeguarding responsibilities or comply with the law. If required information is not provided, we may be unable to offer or continue a service. Optional fields and optional marketing choices should be identified as such.

9 Sharing personal information

We may share information only where necessary and proportionate with:

- Tutors, employees and authorised contractors who need it to perform their roles.

- Parents or guardians, taking account of the student's age, capacity, confidentiality and best interests.
- IT, website, hosting, email, cloud-storage, booking, communications and CRM providers, including Zoho where its services are used.
- Payment processors, accountants, auditors, insurers, banks and professional advisers.
- Communication and advertising platforms, including Meta services such as WhatsApp, Facebook and Instagram, and analytics or advertising providers where the relevant permissions apply.
- Schools, colleges, examination centres, awarding organisations or education partners where authorised or otherwise lawful and necessary.
- Local authorities, safeguarding bodies, regulators, law-enforcement agencies, courts, emergency services or government bodies where required or permitted by law.
- A prospective buyer, seller or adviser in connection with a genuine business sale, restructuring or transfer, subject to appropriate confidentiality and data protection safeguards.

Service providers acting for us must process information only on documented instructions, protect it appropriately and comply with applicable data protection obligations. We do not sell personal information.

10 International transfers

Some service providers may process or make personal information accessible outside the United Kingdom. Where a restricted transfer occurs, we use a lawful transfer mechanism, such as UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or another permitted safeguard. Where required, we also complete the applicable data protection test or transfer risk assessment. People may contact us for further information about the relevant safeguard.

11 How long we keep information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, accounting, safeguarding, regulatory and dispute-resolution requirements. We consider the nature and sensitivity of the information, the risk of harm, the purpose and relevant limitation periods.

- Routine enquiries that do not lead to enrolment are normally retained for up to 24 months after the last meaningful contact.
- Core student, parent, attendance, assessment, contract and service records are normally retained for up to seven years after the tuition relationship ends, unless a longer or shorter period is justified.
- Financial and tax records are normally retained for six years after the end of the relevant accounting period, or longer where required by law.
- Safeguarding records are retained securely for the period required by applicable safeguarding guidance and the circumstances of the matter. They may be retained longer than ordinary tuition records.
- Health, SEN and support information is reviewed and removed or anonymised when no longer needed, subject to safeguarding, legal and claims requirements.
- Unsuccessful recruitment records are normally retained for 12 months after the recruitment exercise ends or the final decision is communicated, whichever is later, unless the applicant agrees to a longer period or a legal reason requires otherwise.
- Marketing contact information is retained until consent is withdrawn, an objection is made or the information is no longer needed. A minimal suppression record may be kept to ensure that an opt-out continues to be respected.
- Cookie and analytics retention periods are stated in our cookie settings or Cookie Policy.

Information may be anonymised so that it no longer identifies an individual. Anonymised information may be retained for statistical and service-improvement purposes.

12 Security

We use appropriate technical and organisational measures designed to protect personal information from accidental or unlawful loss, alteration, disclosure, access or destruction. Measures may include access controls, authentication, staff confidentiality, secure systems, backups, supplier checks, retention controls and incident-response procedures. Access is limited to people who need the information for an authorised purpose.

No internet or email system is completely secure. If we become aware of a personal data breach, we will assess it and notify the Information Commissioner's Office and affected individuals where the law requires us to do so.

13 Marketing communications

We may send news, course information and offers only where we have valid consent or another lawful route permitted by electronic-marketing law. Marketing choices are requested separately for email, SMS, WhatsApp and telephone calls. Every choice is optional, unticked by default and is not a condition of receiving tuition. People can withdraw consent or object to direct marketing at any time by using an unsubscribe facility or contacting us. Service messages about an enquiry, booking, payment, timetable, lesson or safeguarding matter are not marketing messages.

When a person interacts with us through Facebook, Instagram, WhatsApp or another platform, that provider may also process information under its own privacy terms.

14 Cookies and similar technologies

Our website may use cookies, pixels and similar technologies. Technologies strictly necessary for security, shopping, forms or core website functions may operate without consent where the law permits. Non-essential analytics, advertising and personalisation technologies are used only after valid consent where required. Visitors must be able to reject non-essential cookies as easily as they accept them and may change their preferences through the website's cookie controls.

Further information, including the providers, purposes and retention periods of individual cookies, is available through our Cookie Policy and cookie-preference tool linked from the website footer. Visitors can reopen the tool at any time to change or withdraw their choices.

15 Photographs videos testimonials and student work

We obtain specific permission before using an identifiable student's photograph, video, voice, testimonial or work for publicity. Publicity consent is separate from enrolment and may be refused without affecting tuition. Consent may be withdrawn for future use by contacting us. Withdrawal may not require us to recall material already printed or remove every copy that has already been lawfully shared, but we will stop new uses where reasonably practicable and explain any relevant limitation.

16 Automated decisions

We do not currently make decisions based solely on automated processing that produce legal or similarly significant effects on students, parents, guardians, customers or applicants. If this changes, we will provide the information and safeguards required by law before carrying out that processing.

17 Your data protection rights

Depending on the circumstances, individuals may have the right to:

- Be informed about how their information is used.
- Request access to their personal information.
- Ask us to correct inaccurate or incomplete information.
- Ask us to erase information in certain circumstances.

- Ask us to restrict processing in certain circumstances.
- Object to processing based on legitimate interests and object at any time to direct marketing.
- Receive certain information in a portable format or ask for it to be transferred where the legal conditions apply.
- Withdraw consent at any time, without affecting processing already carried out lawfully before withdrawal.
- Ask for safeguards in relation to qualifying automated decisions, if any are introduced.
- Complain to the Information Commissioner's Office.

Rights are not absolute and exemptions may apply. We may request information needed to confirm identity and authority. We normally respond within one month, although the law permits an extension for complex or numerous requests. Requests are generally free, but the law permits a reasonable fee or refusal in limited cases involving manifestly unfounded or excessive requests.

Your right to object

Where we rely on legitimate interests, you may object to that processing. You have an absolute right to object to the use of your personal information for direct marketing. If you object to direct marketing, we will stop using your information for that purpose.

18 Complaints

If you believe we have handled your personal information incorrectly or failed to comply with data protection law, please email info@theeliteschool.co.uk or write to our correspondence address. We will acknowledge your complaint within 30 days of receiving it, investigate it without undue delay and inform you of the outcome. You may also complain to the Information Commissioner's Office, the UK regulator for data protection.

Information Commissioner's Office: <https://ico.org.uk/make-a-complaint/>

Telephone: 0303 123 1113

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

19 External websites and services

Our website may link to third-party websites or services. Their privacy practices are governed by their own notices. We encourage people to read those notices before providing personal information.

20 Changes to this notice

We may update this notice to reflect changes in our services, systems or legal obligations. The latest version will be published on our website with the revised date. Where a change materially affects how we use personal information, we will take reasonable steps to bring it to the attention of affected people.

Form privacy wording

Use the following wording directly beneath every website, Zoho, consultation, assessment, home-education and careers form:

We will use the information submitted through this form to respond to your enquiry, arrange or provide the requested service and maintain appropriate records. Where you provide information about a child, you confirm that you are their parent or legal guardian, or that you are otherwise authorised to provide it. Please read our Privacy Notice to understand how we collect, use, share and protect personal information.

Where marketing is offered, use separate optional checkboxes. Each checkbox must be unticked by default:

- ☐ Email — I would like to receive news, course updates and promotional offers by email.
- ☐ SMS — I would like to receive news, course updates and promotional offers by text message.
- ☐ WhatsApp — I would like to receive news, course updates and promotional offers through WhatsApp.
- ☐ Telephone — I would like to receive news, course updates and promotional offers by telephone call.

I understand that I can withdraw my consent or change my preferences at any time.