

Primary Maths Hub – MTC Privacy Policy & Terms of Use

Consent to Install and Use the App

Primary Maths Hub – MTC is operated by **Primary Maths Hub** (“we”, “our”, “us”).

Data protection legislation requires us to explain who we are, how we use personal information, and what rights you have. Please read this Privacy Policy carefully before installing or using the app.

Email: admin@primarymathshub.com

Privacy Policy

1. About This Policy

This Privacy Policy & Terms of Use applies to:

- The **Primary Maths Hub – MTC mobile application** (“App”)
- Any digital services provided through the App

The App is intended for use in educational environments, including by primary-aged pupils under teacher supervision. We do not intentionally collect information that directly identifies individual children. Where learning or usage data is collected, this is primarily aggregated or anonymised for reporting and system improvement.

2. Children’s Privacy and UK Children’s Code Compliance

Primary Maths Hub – MTC has been designed with children’s privacy as a priority and follows the principles of the UK Age-Appropriate Design Code (Children’s Code).

We apply the following safeguards by default:

- High privacy settings are enabled automatically
- No behavioural advertising is used
- No commercial profiling of children takes place
- Children’s data is not sold or shared for marketing purposes

- Only the minimum data required to provide the educational service is collected

Where pupil data is processed, this is done under school or teacher supervision and strictly for learning delivery, safeguarding, system performance, and service improvement.

3. Who We Are

Primary Maths Hub is the data controller responsible for personal data processed through the App.

Organisation name: Primary Maths Hub

Email: admin@primarymathshub.com

Postal address: 25 Warfdale Avenue, Billingham, England, TS23 1AX

You have the right to raise concerns with the UK Information Commissioner's Office (ICO) if you believe your data has been handled improperly.

4. Policy Updates

We review this Privacy Policy & Terms of Use regularly.

If significant changes are made, we will notify users through the App or our website where appropriate.

Last updated: 29th January 2026

5. External Links

The App may contain links to third-party services or websites. We are not responsible for the privacy practices or content of external platforms. Users should review third-party privacy policies separately.

6. Information We Collect

We may collect the following categories of information:

Personal Information

- Contact information (such as email addresses for teachers or administrators)
- Device information (device type, operating system, app version, unique identifiers)

- Usage information (interaction data, session activity, feature engagement, error logs)

Aggregated and Anonymous Data

We may generate statistical or performance data that cannot identify individuals. This data is used to improve reliability, learning outcomes, and system performance.

Sensitive Information

We do not intentionally collect special category personal data, including health, ethnicity, biometric, political, or criminal information.

7. How Information Is Collected

Information is collected through:

- User input during registration or account management
- Automatic technical collection during App use
- System monitoring and performance tools
- Support communication and help requests

We may receive limited technical data from trusted third-party infrastructure or analytics providers that support the operation of the App.

8. How We Use Personal Data

We process personal data only where permitted by law. This includes when:

- You have provided consent
- Processing is necessary to deliver the service
- Processing supports legitimate operational needs
- We are required to meet legal obligations

We do not use personal data for advertising or marketing campaigns.

9. Purposes of Processing

We may use data to:

- Enable App access and core functionality
- Deliver educational content and learning features
- Maintain security and prevent misuse

- Improve performance and reliability
- Diagnose faults and technical issues
- Monitor usage trends
- Communicate important service updates

10. Sharing of Data

We may share limited personal data with trusted third parties, including:

- Cloud hosting and infrastructure providers
- Analytics and performance monitoring services
- Legal, compliance, and professional advisers
- Regulatory bodies where required by law

If ownership of Primary Maths Hub changes through merger or acquisition, personal data may be transferred subject to equivalent data protection standards.

11. International Transfers

Where third-party service providers operate outside the UK, appropriate safeguards are applied to ensure personal data remains protected in line with UK GDPR requirements.

12. Data Retention

We retain personal data only for as long as it is necessary to support educational use and system operation.

If an account or associated data shows **no activity for 24 consecutive months**, we will:

- Anonymise the data so it can no longer be linked to an individual
or
- Permanently delete the data where anonymisation is not suitable

Certain records may be retained longer where required for legal, safeguarding, financial, or regulatory compliance.

You may request deletion of your personal data at any time by contacting:

admin@primarymathshub.com

13. Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request deletion of your data
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent

Requests can be made by emailing:

admin@primarymathshub.com

We may require identity verification before fulfilling requests.

Terms of Use

14. Legal Definitions and Usage Terms

This section explains key legal terms and governs how the App may be used.

Licence to Use the App

Primary Maths Hub grants you a limited, non-exclusive, non-transferable, and revocable licence to use the App for personal and educational purposes only.

You must not:

- Copy, reproduce, modify, or distribute the App or its content
- Resell, sublicense, or commercially exploit any part of the App
- Reverse engineer, decompile, or attempt to extract source code
- Circumvent security or licensing controls
- Share accounts in a way that breaches licence limits
- Use the App for unlawful or unauthorised purposes

All intellectual property rights remain the property of Primary Maths Hub or its licensors.

We reserve the right to suspend or terminate access where misuse or policy breaches occur.

Continued use of the App constitutes acceptance of these Privacy and Usage Terms.

15. Definitions

Consent

Your clear agreement allowing us to process personal data for specific purposes.

Legitimate Interest

Our operational need to deliver, improve, and protect educational services while balancing user rights.

Contract Performance

Processing required to provide the App and its services.

Legal Obligation

Processing required to meet UK legal or regulatory requirements.

16. Categories of Data Explained

Contact Information

Email addresses and support communication details (where provided).

Device Information

Device type, operating system, identifiers, app version, network and time zone data.

Usage Information

Feature interactions, session data, error logs, performance metrics, and activity statistics.