

VotesforSchools Privacy Policy

VotesforSchools ("**VotesforSchools**" / "**we**" / "**our**" / "**us**") is committed to protecting and respecting your privacy.

This Policy sets out the basis on which we will process your personal information, including through the VotesforSchools Website and Platform.

Where we refer to the "**VotesforSchools Website**" in this Policy, we mean the website which can be accessed at <https://www.votesforschools.com>, and where we refer to the "**VotesforSchools Platform**" we mean the subscriber area of our website which hosts all subscription services, such as Teaching Aids, the Resources and the voting service, which you can access through <https://www.voice.votesforschools.com>.

Please read this Policy carefully to understand:

- What information we collect about you;
- How we use and share that information; and
- Your rights and choices relating to that information.

Our contact details are at the end of this Policy (see 19. HOW TO CONTACT US below).

1. WHO WE ARE

DemTech Limited, trading as VotesforSchools (Company Number 9940208). Registered in England and Wales. Registered office: 124 City Road, London, EC1V 2NX

For our contact information, please see 19. HOW TO CONTACT US.

2. WHO THIS POLICY APPLIES TO

Unless we say otherwise, the terms of this Policy apply to:

- "**Pupils**" or "**Students**", i.e. the young people aged 5-18 that are voting on our lessons each week and are Authorised Users under our Service Agreement. For pupil data, VotesforSchools acts as a data processor on behalf of the School, which remains the data controller under the UK GDPR.
- "**Teachers**", i.e. someone who uses the VotesforSchools Platform in a teaching, administrative or supervisory capacity, for example, to download Teaching Aids or resources, and are Authorised Users under our Service Agreement.
- "**Visitors**", i.e. someone who visits and uses the VotesforSchools Website but who does not use the VotesforSchools Platform.

Some sections of this Policy only apply to users in the EU/UK. We make it clear where this is the case.



3. SERVICE AGREEMENT

If you are a **Pupil** or **Teacher**, VotesforSchools will have entered into a Service Agreement with your school, college or educational setting ("**your School**") for the use of the VotesforSchools Platform and Teaching Aids (the "**Service Agreement**").

4. UK GDPR COMPLIANCE AND DATA PRINCIPLES

VotesforSchools is fully UK GDPR compliant, respecting client data privacy, security, rights, and access in accordance with our Service Agreement commitments.

As we work with schools and young people, we take additional care to ensure pupil data is handled in accordance with UK GDPR provisions on children's data. All pupil data processed is anonymised and cannot be linked to individual children.

4.1 Data Storage Location

All data held by the VotesforSchools Platform is stored within the United Kingdom to ensure compliance with UK data protection requirements and to provide enhanced security for UK-based educational institutions. Please see 7. SHARING / ENABLING OTHERS TO PROCESS YOUR INFORMATION for further information on our sub-processors.

4.2 Data Collection Principles

VotesforSchools acts as a data processor for schools and only collects data necessary to deliver its services. We collect only the minimum amount of data that is necessary for the provision of our services. No identifiable personal student data is collected. Please see 5. INFORMATION WE COLLECT for more information on what data we collect and why.

5. INFORMATION WE COLLECT

We collect the following personal information from and about you:

5.1 Information you give to us

When you request a demo of the VotesforSchools Platform, you **must** provide us with your name, school/work email address, the name of your school and your job title.

When you send us a message, provide feedback or report a problem on the VotesforSchools Website, you **must** provide us with your name and school/work email address.

When you complete a survey or questionnaire at our request, you **may** provide us with any personal information you include in your responses.

If you are a Teacher:

When you **register and create a VotesforSchools account**, you **must** provide us with your school name, school type, local authority and email address. You must also choose a password.

When you **use the VotesforSchools Platform**, you **may** provide us with:



- Records of your interactions with the platform, such as what Teaching Aids you accessed and when.
- The number of male, female and diverse Pupils that voted yes or no in a lesson.

5.2 Information your School gives to us

If you are a Pupil:

- We **will not** ask for any personal information, such as your name, age or address.
- We **will** obtain details for your registration on the VotesforSchools Platform from your School (including from your teachers). This information consists of your year group and class name. After registration, when using the voting platform, your school may share your gender with us. However, this information/individual pupil accounts are never linked to a specific student and cannot be traced back to any individual pupil and are fully anonymised.

If you are a teacher:

- We **may** obtain details for your registration on the VotesforSchools Platform from your School such as your school/work email address and your class name.

5.3 Information we collect about you when you use the VotesforSchools Website and Platform

If you are a **Pupil, Teacher or Visitor**, we **will** collect details about you from your activity on the VotesforSchools Website and Platform, including:

- The time and date of your access to and use of the VotesforSchools Platform.
- The pages of the VotesforSchools Website and Platform that you visit and the order in which you visit them.
- The details of any tools you use on the VotesforSchools Platform (for example, search tools) and any actions that result from your searches and the links you access.

5.4 Information provided by third parties

When you **use the VotesforSchools Website**, we **may** receive information about that use from other companies who provide us with services in connection with it.

If you complete a survey or questionnaire, our survey provider (e.g. SurveyMonkey) will collect personal information contained in (or connected with) your responses, but this information will be aggregated and anonymised before being processed any further, so that it cannot be linked to you. Where stated, response collections are anonymised and any collection of personal data is disabled.

Our email providers, Google Workspace (Gmail) and Mailchimp, also collect information about the way you respond to emails you receive from VotesforSchools, such as whether you opened or clicked on content within an email.

6. HOW WE USE YOUR INFORMATION AND OUR LEGAL BASIS FOR DOING SO

We collect information about you so that we can operate the VotesforSchools Website and Platform effectively and provide you with the best possible service in accordance with our Service Agreement.



Pupils (listed for clarity, however as stated above this information is always anonymised and never linked/traceable to an individual pupil)

Type(s) of personal information we process	Why we process this personal information	Our legal basis for processing this personal information
Your form group name	To enable us to provide the VotesforSchools Platform to you for voting	Performance of a contract (the Service Agreement)
Your gender (this data is only visible in correlation to votes and is never linked to accounts)	To allow us to analyse how the VotesforSchools Platform is used (for example, by carrying out statistical analysis)	To enable us to pursue our legitimate interests in understanding how the VotesforSchools Platform is used
Information you include in any survey or questionnaire you complete at our request	To obtain your views and opinions on education and/or to improve the VotesforSchools Website	To enable us to pursue our legitimate interests to: obtain your views and opinions on education; improve the VotesforSchools Website and Platform
Information we collect when you use the VotesforSchools Website (technical information, visit details, cookies)	For troubleshooting, to keep secure and prevent fraud; to enable us to store usage data for addressing security breaches; to assist with reversing errors or changes	To enable us to pursue our legitimate interests to: troubleshoot and correct errors; keep secure; prevent fraud; address security breaches

Teachers

Type(s) of personal information we process	Why we process this personal information	Our legal basis for processing this personal information
Your email address	To identify you and your account; to verify eligibility; to allow School identification; to provide the VotesforSchools Platform; to send necessary information	Performance of a contract (the Service Agreement)
Information about your activity on the VotesforSchools Platform (tool usage, uploads) and Website	To improve your (and your Pupils') experience; to enable sharing of services with your Pupils and other Teachers	To enable us to pursue our legitimate interests to: improve experience; allow interaction with your Pupils
Your name, email address, message content, feedback, complaints	To deal with enquiries, correspondence, feedback, concerns or complaints; to improve the VotesforSchools Website and Platform	To enable us to pursue our legitimate interests to: understand your experience; deal with enquiries and complaints; improve the Website and Platform
Information from surveys or questionnaires	To obtain your views and opinions on education; to improve the VotesforSchools Website and Platform	To enable us to pursue our legitimate interests to: obtain views on education; improve the Website and Platform
Your name and email address (for marketing)	To send you information about the VotesforSchools Platform and other products or services which may be of interest	Your consent
Usage data, technical information, cookies	For research and statistical analysis; to provide School analysis; to understand Website usage; to improve and promote; to maintain security; to store	To enable us to pursue our legitimate interests to: troubleshoot; understand usage; promote; improve; maintain



Type(s) of personal information we process	Why we process this personal information	Our legal basis for processing this personal information
	usage data for 3 years for security breach response; to assist with error correction	security; prevent fraud; address security breaches

Visitors

Type(s) of personal information we process	Why we process this personal information	Our legal basis for processing this personal information
Name, job title, email address, school name, age group taught, contact number	To fulfil demo/trial/resource requests; to identify contact source for appropriate direction	To enable us to pursue our legitimate interests to promote the VotesforSchools Platform
Name, email address, message content, feedback	To deal with enquiries, correspondence, feedback, concerns or complaints; to improve the VotesforSchools Website	To enable us to pursue our legitimate interests to: understand experience; deal with enquiries; improve Website
Name and email address (for marketing)	To send you information about the VotesforSchools Platform and other products or services which may be of interest	Your consent
Usage data, technical information, cookies	To analyse Website performance; to ensure optimal presentation; to understand usage patterns; to maintain security; to store usage data for 3 years for security breach response	To enable us to pursue our legitimate interests to: understand usage; improve Website; maintain security; prevent fraud; address security breaches

Legitimate Interest Assessment: We have completed a legitimate interest assessment for all personal data collected. Our use of personal data is necessary to the functioning of the business and provision of services under our Service Agreement.

Specific Data Collection: We collect staff emails and names. No 'personal' student data is stored by VotesforSchools. Our student accounts are entirely anonymous and no part of them can be used to identify an individual.

7. SHARING / ENABLING OTHERS TO PROCESS YOUR INFORMATION

7.1 When and why might we share your personal information with others?

To operate the VotesforSchools Website and VotesforSchools Platform and provide our services to you in accordance with our Service Agreement, we sometimes use third-party service providers (data processors) to provide email communications, analytics, and customer support. These providers process personal data on our behalf in compliance with data protection laws.

We do not allow them to use your personal information for their purposes, and we only permit them to process your personal information as is necessary and under our instructions. A list of our key processors is available upon request.

7.2 Who will we share your personal information with?

We will share some of your personal information with your School so that you and they can use the VotesforSchools Platform as intended under the Service Agreement.



7.3 Access to Personal Data

Only the relevant team members at VotesforSchools and designated developers from IT partner IDStudio Web Design Ltd. have any access to personal data in order to provide our service to you in accordance with our Service Agreement. No other schools or customers can see your personal data.

7.4 Sub-Processors

VotesforSchools conducts due diligence on all sub-processors to ensure they meet equivalent security and privacy standards. We may share your personal data with trusted third-party service providers that help us operate our business, such as:

- Cloud hosting and data storage providers (e.g., Google Cloud & AWS)
- Email and marketing automation platforms (e.g., Mailchimp & Gmail)
- Accounting processing services (e.g. Xero)
- Analytics and customer support tools (e.g. Monday.com)

These providers only process personal data on our behalf and under our instructions, in accordance with applicable data protection laws. Where our service providers transfer personal data outside the UK, we ensure appropriate safeguards are in place, such as the UK International Data Transfer Agreement (IDTA) or Standard Contractual Clauses approved by the ICO.

A full list of our current sub-processors is available upon request.

8. CONFIDENTIALITY

In accordance with our Service Agreement, we acknowledge that Subscriber Data is your confidential information. We will hold your confidential information in confidence and not make it available to any third party or use it for any purpose other than the implementation of our Service Agreement.

We use reasonable endeavours to ensure that your confidential information is not disclosed or distributed in violation of our agreement terms.

9. DATA SECURITY AND BACKUP

9.1 Security Measures

We have designed the VotesforSchools Website and VotesforSchools Platform keeping in mind the safety of your personal information. All information you provide to us is stored on secure servers within the UK. We have put in place technical and organisational measures to safeguard your information.

9.2 Virus Protection

We take reasonable steps to ensure that Software and data files we supply to you as part of the service are virus-free.

9.3 Data Backup

We use our reasonable endeavours to ensure that Subscriber Data is maintained securely and is properly backed-up within UK data centres. In the event of any loss or damage to Subscriber Data, your sole and exclusive remedy shall be that we use reasonable endeavours to restore the lost or damaged Subscriber Data from the latest backup.



9.4 Third Party Responsibility

We are not responsible for loss or disclosure of Subscriber Data caused by third parties not acting under our instruction (except those third parties sub-contracted by us to perform services related to Subscriber Data maintenance and backup).

10. DATA RETENTION

10.1 Retention Period

Data will be retained for the duration of the customer's subscription as specified in your Service Agreement with us. We only keep personal data for as long as required to meet the purposes set out in this notice and our Service Agreement, unless a longer retention period is set out by law.

10.2 Deletion Upon Non-Renewal

If you choose not to resubscribe at any time, we will delete all personal data after two weeks of the decision, apart from those required for accounting.

10.3 Individual Deletion Requests

You can ask us to remove your own or other staff members' personal data at any time.

10.4 Specific Retention Periods

If you are a **teacher**, we will keep your information for as long as you continue to use the VotesforSchools Platform. If you do not use the VotesforSchools Platform for 4 years, then we will delete your information. We hold onto your information for this 4-year period to allow you to continue service with ease.

If the Service Agreement terminates, we may delete some or all of your information from the VotesforSchools Platform in accordance with the termination provisions, which specify that we may destroy or otherwise dispose of any Subscriber Data in our possession unless we receive, no later than ten days after termination, a written request for delivery of a printout of the then most recent backup of the Subscriber Data.

11. SERVICE CONTINUITY

We will use our reasonable endeavours to ensure that the services are provided continuously and that access to the VotesforSchools Website and the VotesforSchools platform is not interrupted by any event within our control. We will notify you in advance of planned downtime, which, if reasonably practicable, will be scheduled outside normal United Kingdom office hours.

12. YOUR RIGHTS (this section applies if you are in the EU/UK)

If you are in the EU or UK, by law, you have the following rights with regard to your personal information:

- **Access:** You have the right to obtain confirmation as to whether your personal information is being processed and request access to that information.
- **Correction or deletion:** You have the right to ask us to correct or delete any personal information that we hold about you.



- **Objection:** You have the right to object to processing based on legitimate interest or for direct marketing purposes.
- **Restriction:** You can ask us to temporarily stop processing information about you.
- **Change of preferences:** You can change your information processing preferences at any time.
- **Data portability:** In some circumstances, you have the right to ask us to transfer a copy of your personal information to someone else.
- **Withdraw consent:** Where you have provided consent, you have the right to withdraw it at any time.

Please note that if you ask us to stop processing your personal information in a certain way or if you ask us to delete your information, and we need to use that information to provide the VotesforSchools Website and Platform to you, then you may not be able to continue to use it. This does not include your right to object to direct marketing, which can be exercised at any time without restriction.

If you would like to exercise any of the rights mentioned above, please contact us (see 19. HOW TO CONTACT US).

These rights apply where VotesforSchools acts as data controller. Where your organisation is the controller (for pupil data), please contact your organisation directly. The above rights do not apply to anonymised personal information.

12.1 No fee is usually required to access your personal information

You will not normally have to pay a fee to access your personal information (or to exercise any of the other rights set out above). However, we may charge a reasonable fee if your request for access is unreasonable or excessive. Alternatively, we can refuse to comply with the request.

12.2 What we may need from you

We may need to request specific information from you to confirm your identity and verify your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

12.3 Right to withdraw consent

Where you have consented to the collection, use, or transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us (see 19. HOW TO CONTACT US). Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

13. COMPLAINTS AND QUERIES

If you have any complaints, concerns, or questions regarding how we store and use data, please contact us on info@votesforschools.com.

We will use our reasonable endeavours to respond to all privacy-related queries promptly.



14. MARKETING (this section applies if you are in the EU/UK)

For marketing purposes, we may collect:

- Your name
- Your job title
- The name of your school
- The age group you teach

We will only send you marketing communications where you have actively opted in. All marketing communications will contain clear unsubscribe and opt-out processes. You can withdraw consent at any time by using the unsubscribe link in our emails or contacting us.

15. COOKIES AND TRACKING

The VotesforSchools website and platform uses cookies and similar technologies, which are small files that download to a device when a visitor accesses a website. This information may include:

- Clicks
- Internal links
- Pages visited
- Scrolling
- Searches
- Timestamps

Non-essential cookies (e.g. for analytics) are only set with your consent. You can manage or withdraw consent at any time via our cookie settings tool.

16. OTHER WEBSITES

The VotesforSchools Website and VotesforSchools Platform contain links to other websites such as Facebook, Twitter, LinkedIn, Google Drive, and SurveyMonkey. This Policy only applies to the VotesforSchools Website and VotesforSchools Platform, so when you link to other websites, you should read their privacy policies.

17. CHANGES TO THIS POLICY

This Policy was last updated in October 2025.

We will update this Policy from time to time and will post any updates on this page. If you don't agree with those changes, you can always stop using the VotesforSchools Website and VotesforSchools Platform and stop giving us any more of your information.

18. GOVERNING LAW

This Privacy Policy is governed by English law, consistent with our Service Agreement, and the parties submit to the exclusive jurisdiction of the English courts.

19. HOW TO CONTACT US

VotesforSchools is the "data controller" of your personal information, which is processed for the purposes set out in this privacy policy.

Contact Details:

DemTech Limited, trading as VotesforSchools
Company Number: 09940208



Registered office: 124 City Road, London, EC1V 2NX

Email: info@votesforschools.com

VotesforSchools is registered with the UK Information Commissioner's Office with the **ICO**
Registration Number: ZA184209.

Complaints (this section applies if you are in the EU/UK):

If you are not happy with how we have handled your personal information, please contact us at the address above.

If you are still not happy, you have the right to make a complaint to your local data protection regulatory authority.

If you are based in the UK, you can contact the Information Commissioner's Office:
<https://ico.org.uk/global/contact-us/>

Each EU country has its own data protection authority: https://edpb.europa.eu/about-edpb/board/members_en

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