

Privacy Policy

Bow Tie Maths | www.bowtieteacher.co.uk

Last updated: March 2026

1. Introduction

Bow Tie Maths ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you use our website and application at www.bowtieteacher.co.uk. This policy is compliant with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

We are registered with the Information Commissioner's Office (ICO) as a data controller. If you have any questions about this policy or how we handle your data, please contact us at the details provided in Section 10.

2. Data We Collect

We collect and process the following personal data when you register and use Bow Tie Maths:

- **Display name** — provided via your Google account when you sign in
- **Email address** — provided via your Google account when you sign in
- **Unique User ID (UID)** — automatically assigned by Google Firebase Authentication

We also collect the following usage data:

- Student question responses and answers submitted within the app
- Topic progress and performance data
- Predicted GCSE grade data generated by our machine learning algorithm

We use Google Firebase Analytics to collect anonymised usage data about how users interact with our application. This data does not identify you personally and is only collected with your consent via our cookie consent banner.

3. How We Use Your Data

We use your personal data for the following purposes:

- To create and manage your account
- To personalise your learning experience within the app
- To track your progress across GCSE maths topics
- To generate your predicted GCSE grade using our machine learning algorithm
- To manage your subscription and payments via Stripe
- To improve the application based on anonymised usage analytics

We will never use your personal data for marketing purposes without your explicit consent, and we will never sell your data to third parties.

4. Legal Basis for Processing

Under UK GDPR, we process your personal data on the following legal bases:

- **Contract performance** — processing your data is necessary to provide the service you have subscribed to
- **Legitimate interests** — to improve and maintain the application
- **Consent** — for the use of analytics cookies, which you can withdraw at any time

5. Data Retention

We retain your personal data for a period of 5 years from the date of your last activity on the platform, or until you request deletion of your account, whichever comes first. After this period, your data will be permanently deleted from our systems including Firebase Authentication and Firestore database records.

Anonymised, aggregated performance data that cannot be used to identify you may be retained indefinitely for the purpose of improving our machine learning grade prediction model.

6. Third Parties

We use the following trusted third-party services to operate Bow Tie Maths. Each has their own privacy policy and data processing terms:

- **Google Firebase** — for authentication, database storage, and hosting (Google Privacy Policy applies)
- **Google Analytics (via Firebase)** — for anonymised usage analytics (only with your consent)
- **Stripe** — for payment processing. We do not store your payment card details. Stripe's Privacy Policy applies to all payment data

We do not share your personal data with any other third parties without your explicit consent.

7. Children and Under 16s

Our service is intended for GCSE students who may be under the age of 16. Under UK GDPR, processing the personal data of children under 16 requires parental or guardian consent. By registering for Bow Tie Maths, users under 16 confirm that they have obtained parental or guardian consent to use this service and for their data to be processed as described in this policy.

Parents or guardians may contact us at any time to request access to, amendment of, or deletion of their child's data.

8. Your Rights Under UK GDPR

Under UK GDPR you have the following rights regarding your personal data:

- **Right of access** — you can request a copy of the data we hold about you
- **Right to rectification** — you can request correction of inaccurate data
- **Right to erasure** — you can request deletion of your personal data
- **Right to restrict processing** — you can request that we limit how we use your data

- **Right to data portability** — you can request your data in a structured, machine-readable format
- **Right to withdraw consent** — you can withdraw consent for analytics cookies at any time
- **Right to object** — you can object to processing based on legitimate interests

To exercise any of these rights, please contact us using the details in Section 10. We will respond to all requests within 30 days. You also have the right to lodge a complaint with the ICO at www.ico.org.uk.

9. Cookies

We use cookies to enable Firebase Analytics. These are only placed on your device after you have given your consent via our cookie consent banner. You may decline cookies and the application will continue to function. You can change your cookie preferences at any time by clearing your browser data and revisiting the site.

10. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your rights, or would like to request deletion of your account and data, please contact us at:

- **Website:** www.bowtieteacher.co.uk
- **Email:** rob@bowtieteacher.co.uk

11. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this policy periodically. Continued use of the application after any changes constitutes acceptance of the updated policy.