Privacy Notice for Parents & Children

Public edition: 28 November 2026 | Based on notice effective 25 November 2026 | Review by 25 November 2027.

1. Who we are

AMTUTORS LTD (trading as AMTutors), company number 16922277, is the data controller. Registered office: 71–75 Shelton Street, Covent Garden, London, WC2H 9JQ. Privacy and general enquiries: enquiries.amtutors@outlook.com. Confidential safeguarding concerns about the Director/DSL may be raised independently at safeguarding.amtutors@outlook.com. AMTutors is registered with the Information Commissioner's Office as a data protection fee payer.

2. Information we collect

We collect parent and child details, relevant contact and emergency information, year group, tuition bookings, subjects, attendance, authorised collectors, learning needs, progress notes, communications, relevant health or SEND/accessibility information, accident and safeguarding records, invoices and payment information, and separate optional publicity permissions where applicable.

For online enquiries, we collect a parent's name, child's year group, subject of interest, phone and email. Our separate Website Privacy Notice describes the online form, hosting, providers and technical information. Please do not send medical details or diagnoses using the trial form.

3. Why we use information

We use information to arrange and deliver tuition, administer bookings and payments, support learning and keep children safe. Depending on the purpose, the lawful basis is steps towards or performance of a contract, legitimate interests (such as safe service delivery and supporting administration), legal obligation where applicable, or consent for optional publicity. Health and disability information may require an additional special-category condition, documented for the relevant purpose. Safeguarding disclosures do not depend on publicity consent.

Essential contact, collection and emergency information is required for safe tuition; without it we may be unable to accept a booking. Publicity permission is never a condition of attendance.

4. Who receives information

Information may be processed by authorised personnel and relevant technology, payment and professional service providers, including Microsoft, Apple, WhatsApp and Monzo, as needed. Information may be shared with police, children's social care, the LADO, emergency services or regulators where lawful and appropriate. The venue does not automatically receive child protection records. Some providers may process data outside the UK; see the Website Privacy Notice for website-specific arrangements.

5. Security and retention

We restrict access to personal information on a need-to-know basis and maintain appropriate electronic security. Safeguarding allegations are handled independently of the person concerned.

Enquiries that do not lead to enrolment: six months after last relevant contact. Ordinary registration, attendance and collection records: normally two years after final session or relevant entry. Minor accident and behaviour records: normally three years after closure. Complaint records: at least three years from the date the record was made, with longer retention where necessary. Financial records: at least six years from the relevant financial year-end. Safeguarding and serious incident records may be held substantially longer where justified by our retention schedule, safeguarding needs, claims or legal duties. We review and securely delete records when no longer needed.

6. Photographs and video

Parents can separately agree to publicity use on our website, social media or printed materials. Permission can be withdrawn through our enquiries email. Children's age-appropriate objections are respected. We stop future uses and remove material from channels we control where appropriate; copies held by third parties may not be recoverable. Children's names will not accompany publicity photographs without additional specific permission.

7. Rights and complaints

Depending on the circumstances, you or your child may request access, correction, erasure, restriction or portability, object to processing, or withdraw consent where it applies. Contact enquiries.amtutors@outlook.com. We usually respond within one month, subject to lawful exceptions or extensions. You can complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint/.

We review this notice when processes, systems, regulations or services change and make the current version available to parents.