

Privacy Policy

Last Updated: 23 September 2025

1. Introduction

Welcome to Bamboozled AI ("we", "our", or "us"). We are committed to protecting your privacy and ensuring transparency in how your personal information is handled.

This Privacy Policy explains how we collect, use, share, and protect personal information when you use our applications, websites, and services (collectively, the "Services").

Bamboozled AI Ltd is a UK-registered company with a registered office at Marlston House, Thatcham, Berkshire RG18 9UU, United Kingdom.

By accessing or using our Services, you agree to the terms of this Privacy Policy.

2. Information We Collect

We collect the following types of information:

2.1 Personal Information

- Name and contact details (e.g. email address, phone number)
- Account login credentials
- Educational details (school, year group, subjects)
- Payment information (processed by secure third-party providers)

2.2 Usage Information

- Your interactions with the platform (e.g. lessons accessed, time spent)
- Learning progress and preferences
- Messages, files, or notes created within the platform
- Communications with our AI tutor or support team

2.3 Technical Information

- Device type, operating system, browser
- IP address and general location data
- Cookies and tracking technologies
- Log files and activity data (e.g. access times, pages viewed)

For more information about how we use cookies and similar technologies, please see our Cookie Policy.

3. How We Use Your Information

We use your information to:

- Provide, personalise, and improve our educational Services

- Track learning progress and tailor content
- Process transactions and send confirmations or invoices
- Respond to queries, feedback, or support requests
- Send updates, system alerts, and relevant announcements
- Monitor and analyse usage patterns to improve functionality
- Ensure safety, security, and compliance
- Develop new tools, features, and educational resources

4. Legal Basis for Processing

We process your personal data based on one or more of the following:

- Consent – where you have actively given permission
- Contract – where data is needed to provide Services to you
- Legitimate Interests – for necessary business operations that do not override your rights
- Legal Obligation – where required by law or regulation

5. Sharing and Disclosure of Data

We do not sell personal data. We may share information with:

- Trusted Service Providers: for cloud hosting, analytics, payments, or email delivery
- Educational Institutions: where usage is connected with your school or tutor)
- Legal Authorities: if required to comply with a legal obligation
- Business Transfers: in the case of a merger, acquisition, or asset sale

All third parties are contractually required to process data securely and lawfully.

6. Data Security

We implement appropriate technical and organisational safeguards to protect personal data from loss, misuse, unauthorised access, or disclosure. While no system is entirely foolproof, we use encryption, access controls, and industry best practices to reduce risk.

7. Data Retention

We retain personal information only as long as necessary for the purposes outlined in this policy or as required by law. After this period, data is securely deleted or anonymised.

8. Your Rights

Depending on your location, you may have rights to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete data
- Request deletion of your data
- Restrict or object to certain processing
- Transfer your data (data portability)
- Withdraw your consent at any time

To exercise any of these rights, please contact us at privacy@bamboozled.ai.

9. Children's Privacy

Our platform is designed for users aged 11 and older. We do not knowingly collect personal information from children under the age of 11.

Where required by law or good practice, we may obtain verifiable parental or guardian consent before processing children's data. Parents or guardians may contact us to review, delete, or update a child's personal data at privacy@bamboozled.ai.

10. International Data Transfers

Your personal data may be transferred to and processed in countries outside of the UK or EEA. Where this occurs, we ensure appropriate safeguards (e.g. standard contractual clauses) are in place to protect your information to GDPR standards.

11. GDPR and UK GDPR Compliance

We process data in accordance with the General Data Protection Regulation (EU GDPR) and the UK GDPR. For users within the UK or European Economic Area (EEA), Bamboozled AI Ltd is the Data Controller.

We adhere to the principles of:

- Lawfulness, fairness, transparency
- Purpose limitation
- Data minimisation
- Accuracy
- Storage limitation
- Integrity and confidentiality

If you have concerns about how we handle your personal data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO): www.ico.org.uk

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will post updates on this page and revise the "Last Updated" date. Where appropriate, we may notify users via email or in-app notifications.

13. Contact Us

If you have any questions, concerns, or requests relating to this Privacy Policy, please contact:

Email: privacy@bamboozled.ai
Post: Bamboozled AI Ltd
Marlston House, Thatcham, Berkshire
RG18 9UU
United Kingdom