

Teacher Tonic Ltd

School Licence Terms and Privacy Notice

Business-to-business terms for the Teacher Tonic CPD platform, digital resources and related support

Effective date	15 April 2026
Business	Teacher Tonic Ltd
Company number	16410262
Registered office	93a Station Road, Rolleston-On-Dove, Burton-On-Trent, England, DE13 9AB
Website	www.teachertonic.co.uk
Contact	hello@teachertonic.co.uk

This document is drafted for use with Teacher Tonic school and organisation customers. It should be checked against your live operational practices before publication.

Part A - School Licence Terms and Conditions

Commercial summary for convenience only. The operative clauses in Part A prevail.

Key point	Position
Customer type	Schools, trusts and educational organisations only. No consumer sales.
Licence model	Single-school licence unless a separate multi-school or trust-wide licence is agreed in writing.
Initial term	12 months from the Commencement Date.
Renewal	Automatic renewal for further 12-month terms unless at least 30 days written notice is given before renewal.
Fees	As stated on the Website, checkout, order form or invoice on the Order Date, payable in advance.
Permitted use	Internal educational and staff-development use within the licensed school only.
Data position	Teacher Tonic is normally the controller for account, billing, usage and support data. The standard service is not intended to receive pupil or special category data.
Notices	hello@teachertonic.co.uk

1. Definitions and interpretation

Defined term	Meaning
Account	The customer account or login credentials used to access the Services.
Authorised Users	Employees, workers, governors, agency staff and contractors engaged by the licensed school and authorised by the Customer to use the Services for the Customer's internal purposes.
Commencement Date	The date on which Teacher Tonic accepts the Order or receives payment, whichever occurs first.
Content	All videos, downloads, Classroom Companions, templates, slides, recordings, documents, materials, text, graphics and other content supplied through the Services.
Customer	The school, trust or organisation purchasing the Services.
Data Protection Legislation	All applicable UK laws and regulatory requirements relating to privacy, confidentiality and personal data, including the UK GDPR, the Data Protection Act 2018 and PECR, as amended or replaced from time to time.
Order	The Customer's order placed through the Website, checkout page, invoice process, proposal, order form or other written ordering method accepted by Teacher Tonic.
Services	The Teacher Tonic platform and the digital CPD services, resources and related support described on the Website and/or in the relevant Order.
Subscription Term	The initial 12-month term and each renewal term.

Defined term	Meaning
Website	www.teachertonic.co.uk and any related login, checkout or support pages operated by Teacher Tonic.

1.1 In these Terms, capitalised words have the meanings set out in the table above.

1.2 References to writing or written include email. References to includes or including are illustrative and do not limit the general meaning of the words that precede them.

1.3 Headings are for convenience only and do not affect interpretation.

2. Basis of contract

2.1 These Terms govern every Order and apply to the exclusion of any purchasing terms or standard terms the Customer seeks to impose, unless Teacher Tonic expressly agrees otherwise in writing.

2.2 A binding contract is formed when Teacher Tonic accepts an Order, provides access to the Services, or receives payment, whichever occurs first.

2.3 The person placing the Order confirms that they have authority to bind the Customer.

2.4 The Services are supplied on a business-to-business basis only. The Customer confirms that it is acting for purposes relating to its organisation and not as a consumer.

2.5 If there is any inconsistency between a signed proposal or order form and these Terms, the signed proposal or order form prevails to the extent of the inconsistency. These Terms prevail over general Website marketing copy.

3. Services and licence

3.1 Subject to payment of the applicable fees and compliance with these Terms, Teacher Tonic grants the Customer a limited, non-exclusive, non-transferable and revocable licence to access and use the Services during the Subscription Term for the Customer's internal educational and staff-development purposes only.

3.2 The Services may include CPD videos, downloadable resources, Classroom Companions, templates, slides, optional live sessions or webinars, and limited support or consultancy where expressly included in the relevant package or Order.

3.3 Unless Teacher Tonic expressly agrees otherwise in writing, each Order is for a single-school licence only. A trust, federation or group purchase does not authorise use by multiple schools unless the relevant Order expressly states that a multi-school or trust-wide licence has been purchased.

3.4 The Customer may permit use by Authorised Users only. The Customer remains responsible for the acts and omissions of all Authorised Users as if they were the Customer's own.

3.5 Any live session, webinar, bespoke support element or contributor participation is provided only if expressly stated in the relevant package, proposal or Order. Teacher Tonic may use employees, directors, contractors, freelancers or contributors to deliver the Services.

4. Account administration and customer responsibilities

4.1 The Customer shall provide accurate account, contact and billing information and shall keep that information up to date throughout the Subscription Term.

4.2 The Customer shall nominate an appropriate account administrator and shall ensure that login credentials are kept confidential and used only by Authorised Users.

4.3 The Customer is responsible for its own devices, internet connectivity, software, browser compatibility, internal IT policies and local security arrangements needed to access and use the Services.

4.4 The Customer shall promptly deactivate or reassign access where an Authorised User leaves, changes role or no longer requires access.

4.5 The Customer shall notify Teacher Tonic without undue delay if it becomes aware of any actual or suspected unauthorised use of the Account, credential compromise or other security issue affecting the Services.

4.6 Where the Customer seeks support or guidance, it shall minimise personal data, use anonymised or pseudonymised examples wherever possible, and refrain from sharing high-risk personal data unless expressly agreed in writing.

5. Acceptable use and restrictions

5.1 The Customer may use the Content internally within the licensed school for training, staff meetings, CPD, INSET, professional discussion and related educational purposes.

5.2 The Customer must not, and must ensure that Authorised Users do not:

- (a) share credentials or permit access outside the licensed school, except where expressly permitted in writing by Teacher Tonic;
- (b) allow another school, academy, setting, trust entity or external organisation to use the Services under the Customer's licence;
- (c) sell, sub-license, rent, loan, publish, distribute or otherwise commercialise the Content;
- (d) copy, scrape, record, capture, mirror, systematically download or extract the Content or any part of the Website, except for downloads expressly made available for internal use;
- (e) remove copyright notices, watermarks, branding or proprietary legends;
- (f) adapt, translate, modify, repackage or combine the Content in order to create competing products, services, courses, resource libraries or publications;
- (g) use the Content or Services to train, fine-tune, benchmark or develop any artificial intelligence or machine learning model, tool, prompt library or dataset without Teacher Tonic's prior written consent;
- (h) reverse engineer, interfere with, test the vulnerability of, or circumvent any access controls or technical protection measures; or
- (i) use the Services in any unlawful, defamatory, misleading, harmful or security-compromising manner.

5.3 Teacher Tonic may monitor usage, account activity and access patterns to protect the platform, investigate misuse and enforce these Terms.

5.4 The Customer acknowledges that unauthorised sharing, copying or misuse of the Content may cause Teacher Tonic loss that is difficult to quantify and that Teacher Tonic may seek injunctive or other equitable relief in addition to any other remedies available at law.

6. Orders, fees and payment

6.1 Fees are those stated on the Website, checkout page, proposal, order form or invoice applicable to the relevant Order Date. Unless expressly stated otherwise, all fees are exclusive of VAT and other applicable taxes.

6.2 Fees are payable in advance by the payment method specified at checkout or in the invoice. Access may be withheld until payment has been received in cleared funds.

6.3 The Customer shall make all payments in full, without deduction, set-off, counterclaim or withholding, except where the law requires a deduction.

6.4 If any sum is overdue, Teacher Tonic may suspend access immediately and may charge lawful interest and debt recovery costs on overdue amounts, without prejudice to any other right or remedy.

6.5 A chargeback, card reversal or payment dispute initiated without proper grounds may be treated as non-payment and may result in immediate suspension pending resolution.

6.6 Teacher Tonic may change fees for a renewal term by giving reasonable written notice before the renewal date. Revised fees apply only from the next renewal term unless otherwise expressly agreed.

7. Term, renewal and cancellation

7.1 The initial Subscription Term starts on the Commencement Date and continues for 12 months unless terminated earlier in accordance with these Terms.

7.2 The Subscription Term renews automatically for successive 12-month periods unless either party gives at least 30 days written notice before the end of the then-current Subscription Term.

7.3 Cancellation notices must be sent from the Customer's registered school or organisation email account, or by another written method that enables Teacher Tonic reasonably to verify the sender's authority.

7.4 Because the Services are supplied on a business-to-business basis and include immediate-access digital content and services, fees are non-refundable except where an Order expressly provides otherwise or where a refund is required by law.

7.5 No refund or credit is due for non-use, partial use, staff absence, internal policy changes, change of budget, change of leadership, merger, reorganisation or an early cancellation request by the Customer that is not caused by Teacher Tonic's material breach.

7.6 If Teacher Tonic materially breaches these Terms and fails to remedy that breach within 30 days after receiving written notice describing the breach in reasonable detail, the Customer may terminate the affected Order immediately on written notice and Teacher Tonic will refund the proportion of prepaid fees properly attributable to the unused part of the affected Services.

8. Changes to the Services and the Terms

8.1 Teacher Tonic may update, improve, modify, suspend or withdraw features, contributors, delivery methods, content items, branding, technical requirements or the general structure of the Services from time to time.

8.2 Teacher Tonic does not guarantee that any specific contributor, video, webinar, content item or feature will remain available throughout the Subscription Term, provided that Teacher Tonic will act reasonably and may provide a replacement, substitute or updated equivalent where appropriate.

8.3 Teacher Tonic will not intentionally make changes during a paid Subscription Term that materially reduce the core nature of the Services as purchased, except where this is reasonably necessary for legal, regulatory, security, technical, editorial or third-party rights reasons, or where substantially equivalent functionality or content is provided.

8.4 Teacher Tonic may update these Terms from time to time. Material changes will normally take effect from the next renewal term, unless earlier implementation is reasonably necessary to comply with law, to address security or platform integrity issues, or to reflect changes that do not materially reduce the Customer's core rights.

9. Availability, maintenance and support

9.1 Teacher Tonic will use reasonable care and skill to make the Services available, but does not guarantee that the Website or Services will be uninterrupted, error-free, available at all times or compatible with every device, network, browser or local IT configuration.

9.2 The Services may be unavailable or affected by maintenance, updates, internet outages, cybersecurity events, failures of third-party infrastructure or providers, or events beyond Teacher Tonic's reasonable control.

9.3 Teacher Tonic is not liable for delays, non-performance or access issues caused by third-party hosting, payment, analytics, communications or infrastructure providers, or by the Customer's own systems or connectivity.

9.4 Any support, guidance or response time is provided on a reasonable endeavours basis unless Teacher Tonic expressly agrees a different support arrangement in writing.

10. Intellectual property rights

10.1 All intellectual property rights in the Website, Services and Content, including copyright, database rights, trade marks, branding, know-how and all derivative rights, belong to Teacher Tonic and/or its licensors.

10.2 Except for the limited licence expressly granted in these Terms, no right, title or interest in the Services or Content transfers to the Customer or any Authorised User.

10.3 The Customer retains ownership of data and materials it supplies to Teacher Tonic, but grants Teacher Tonic a non-exclusive, royalty-free licence for the Subscription Term to use those materials as reasonably necessary to administer the Services, provide support, maintain security, process payment and comply with law.

10.4 Any suggestion, idea, recommendation or feedback provided by the Customer may be used by Teacher Tonic on a perpetual, royalty-free basis to improve the Services, provided that Teacher Tonic is not obliged to identify the Customer or keep such feedback confidential unless it is clearly disclosed as Confidential Information.

11. Suspension and termination

11.1 Teacher Tonic may suspend or restrict access immediately, without liability, if it reasonably believes that:

- (a) the Customer has failed to pay any amount when due;
- (b) the Account has been shared, compromised or used in breach of these Terms;
- (c) continued access presents a security, legal, reputational or operational risk;
- (d) a chargeback or payment reversal has been made;
- (e) Teacher Tonic is required to do so by law, a regulator or a court; or
- (f) the Customer becomes insolvent or Teacher Tonic reasonably believes that the Customer is unable to pay its debts as they fall due.

11.2 Either party may terminate the relevant Order by written notice if the other party commits a material breach that is capable of remedy and is not remedied within 30 days after written notice requiring remedy.

11.3 A material breach involving non-payment, unauthorised sharing, infringement of intellectual property rights, misuse of Confidential Information or unlawful handling of personal data may be treated as incapable of remedy and may justify immediate termination.

11.4 Termination or expiry does not affect any right or remedy that accrued before termination.

12. Consequences of expiry or termination

12.1 On expiry or termination of an Order, the licence granted under these Terms ends immediately and the Customer must stop using the Services and Content, save to the limited extent expressly permitted by Teacher Tonic in writing.

12.2 The Customer shall, within a reasonable period, delete or destroy copies of the Content in its possession or control where reasonably practicable, except for one archival copy retained solely for compliance, record-keeping or audit purposes and not for ongoing operational use.

12.3 All fees accrued and unpaid up to the date of termination remain immediately due and payable.

12.4 Clauses which by their nature are intended to survive expiry or termination will continue in force, including clauses relating to payment, intellectual property, confidentiality, data protection, indemnity, limitation of liability and governing law.

13. Confidentiality

13.1 Each party shall keep confidential all Confidential Information of the other party and shall not disclose it to any third party except as permitted by these Terms.

13.2 A receiving party may disclose Confidential Information only to its employees, officers, professional advisers, contractors or service providers who genuinely need to know it for the purposes of the contract and who are bound by confidentiality obligations no less protective than those in this clause.

13.3 Confidential Information does not include information that is or becomes public through no breach of these Terms, was lawfully known to the receiving party without restriction, is lawfully received from a third party without breach of duty, or is independently developed without use of the other party's Confidential Information.

13.4 A party may disclose Confidential Information where required by law, court order or regulator, provided that, where legally permitted, it gives the other party reasonable advance notice.

14. Data protection and information security

14.1 Each party shall comply with the Data Protection Legislation that applies to it in connection with the Services and these Terms.

14.2 For the standard Teacher Tonic school licence, Teacher Tonic acts as an independent controller for account, contact, billing, usage, technical and support data that it collects and uses to provide, administer, secure, analyse and improve the Services, to process payment and renewals, and to enforce these Terms. Further detail is set out in Part B (Privacy Notice).

14.3 The Customer shall ensure that it has a valid lawful basis and any necessary notices, permissions and internal authority before disclosing personal data to Teacher Tonic.

14.4 The standard Services are not intended to receive or host pupil data, special category data, criminal offence data, safeguarding records, SEN files or other high-risk personal data. The Customer must not upload, send or disclose such data to Teacher Tonic unless Teacher Tonic has expressly agreed in writing to receive it and any required data processing agreement has been put in place before disclosure.

14.5 Teacher Tonic will maintain appropriate technical and organisational measures designed to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access, taking into account the nature of the data and the risks presented by the processing.

14.6 Teacher Tonic may use reputable hosting, payment, email, analytics, communications or support providers in connection with the Services. Teacher Tonic will take reasonable steps to ensure such providers are subject to appropriate confidentiality and data protection obligations.

14.7 Payment card details are processed by third-party payment providers and are not stored in full by Teacher Tonic.

14.8 If Teacher Tonic is expressly appointed in writing to process personal data solely on the Customer's behalf for a bespoke service, consultancy engagement or specific project, the parties shall enter into a separate data processing agreement or addendum before that processing begins.

14.9 Where Teacher Tonic is acting as a processor under clause 14.8, Teacher Tonic will notify the Customer without undue delay after becoming aware of a personal data breach affecting the relevant Customer personal data, to the extent required by Data Protection Legislation.

15. Educational content and consultancy disclaimer

15.1 The Services are intended to provide general educational content, ideas, CPD materials and practical guidance for schools and education professionals.

15.2 The Services do not constitute legal, HR, employment, safeguarding, SEND, medical, mental health, financial, tax or regulatory advice and must not be treated as a substitute for professional advice tailored to the Customer's specific circumstances.

15.3 The Customer remains solely responsible for how it uses or applies the Content, for decisions taken in its own setting, and for compliance with all laws, statutory duties, safeguarding obligations, curriculum requirements, employment obligations, sector guidance, internal policies and professional standards.

15.4 Any informal support, discussion or guidance given by Teacher Tonic is provided in good faith and for general information only, and does not create a separate consultancy engagement unless Teacher Tonic expressly agrees to this in writing.

15.5 Teacher Tonic does not warrant or guarantee any particular educational, operational, inspection, staffing, retention, workload, wellbeing or financial outcome from use of the Services.

16. Warranties

16.1 Teacher Tonic warrants that it will provide the Services with reasonable care and skill.

16.2 Except as expressly stated in these Terms, all conditions, warranties and other terms, whether express or implied by statute, common law or otherwise, are excluded to the fullest extent permitted by law.

16.3 Website descriptions, examples, testimonials and illustrations are intended to describe the general nature of the Services and do not amount to a guarantee that every feature, item of Content or contributor will always be available.

17. Customer indemnity

17.1 The Customer shall indemnify and keep indemnified Teacher Tonic, its directors, officers, employees and contractors against all losses, liabilities, damages, costs, claims, actions and expenses (including reasonable professional and legal costs) arising out of or in connection with:

- (a) the Customer's breach of clauses 5, 10, 13 or 14;
- (b) unauthorised sharing, copying, dissemination or commercialisation of the Content;
- (c) the Customer's unlawful or unauthorised disclosure of personal data, confidential information or third-party material to Teacher Tonic;
- (d) the Customer's use of the Services or Content in breach of law, professional obligations or internal authority; or
- (e) any modification, combination or use of the Content by the Customer outside the scope of the licence granted under these Terms.

17.2 Teacher Tonic shall take reasonable steps to mitigate losses that are the subject of an indemnity claim.

18. Limitation of liability

18.1 Nothing in these Terms limits or excludes liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any other liability that cannot lawfully be limited or excluded.

18.2 Subject to clause 18.1, Teacher Tonic shall not be liable for any loss of profit, revenue, anticipated savings, business, opportunity, contracts, goodwill, reputation, wasted management time, loss or corruption of data, or for any indirect or consequential loss.

18.3 Subject to clauses 18.1 and 18.4, Teacher Tonic's total aggregate liability arising out of or in connection with an Order, whether in contract, tort (including negligence), breach of statutory duty or otherwise, shall not exceed 125% of the fees paid or payable by the Customer under that Order in the 12 months preceding the event giving rise to the claim.

18.4 The exclusions and cap in this clause 18 do not limit the Customer's payment obligations or the Customer's liability under clause 17, or for misuse of intellectual property, Confidential Information or personal data.

18.5 The Customer acknowledges that the fees reflect the allocation of risk set out in these Terms.

19. Force majeure

19.1 Neither party is liable for delay or failure to perform any obligation under these Terms to the extent caused by an event beyond its reasonable control, including internet outages, cyber incidents, supplier failure, utility interruption, industrial dispute, natural disaster, epidemic, governmental action or interruption to third-party infrastructure.

19.2 If a force majeure event continues for more than 60 days and materially prevents performance of the relevant Services, either party may terminate the affected Order on written notice.

20. Assignment, subcontracting and business changes

20.1 The Customer may not assign, novate, transfer, sub-license or otherwise deal with any of its rights or obligations under these Terms without Teacher Tonic's prior written consent.

20.2 Teacher Tonic may subcontract any part of the Services and may assign, novate or transfer its rights and obligations under these Terms to an affiliate or to a purchaser of all or substantially all of the relevant business or assets.

20.3 Teacher Tonic may change its business name, corporate structure or ownership from time to time. These Terms will continue for the benefit of the relevant successor or assignee.

21. General

21.1 Entire agreement. These Terms and any Order form the entire agreement between the parties relating to the relevant Services and supersede prior drafts, discussions, statements and arrangements relating to those Services.

21.2 No reliance. Each party acknowledges that it has not relied on any statement, representation or promise not expressly set out in these Terms or the relevant Order, except that nothing in these Terms limits liability for fraud or fraudulent misrepresentation.

21.3 Waiver. A failure or delay by either party to exercise a right or remedy does not operate as a waiver of that right or remedy.

21.4 Severance. If any provision of these Terms is found by a court or competent authority to be invalid, illegal or unenforceable, the remaining provisions remain in full force and effect.

21.5 Relationship of the parties. Nothing in these Terms creates a partnership, agency, employment relationship or joint venture between the parties.

21.6 Third-party rights. A person who is not a party to these Terms has no right under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of these Terms.

21.7 Notices. Any notice under these Terms must be in writing and sent by email to the contact details used for the relevant Order, including notices to Teacher Tonic at hello@teachertonic.co.uk. A notice sent by email is deemed received at 9.00 am on the next Business Day after transmission, provided no delivery failure message is received.

21.8 Governing law and jurisdiction. These Terms and any dispute or claim arising out of or in connection with them are governed by the laws of England and Wales, and the courts of England and Wales shall have exclusive jurisdiction.

Part B - Privacy Notice

This Privacy Notice explains how Teacher Tonic Ltd collects, uses, stores and protects personal data in connection with its Website, enquiries, subscriptions and related services.

1. Who we are

1.1 Teacher Tonic Ltd is the controller of the personal data described in this Privacy Notice, unless we expressly state otherwise in relation to a specific bespoke arrangement.

1.2 Teacher Tonic Ltd, company number 16410262, registered office: 93a Station Road, Rolleston-On-Dove, Burton-On-Trent, England, DE13 9AB.

1.3 If you have questions about this Privacy Notice or wish to exercise your rights, please contact hello@teachertonic.co.uk.

2. Scope of this notice

2.1 This Privacy Notice applies when you visit the Website, complete contact or enquiry forms, subscribe to the Services, access your Account, receive marketing or service communications, or otherwise interact with Teacher Tonic.

2.2 This Privacy Notice is intended primarily for business contacts and users linked to school, trust and organisational customers. It does not replace any separate privacy information that may be given for a bespoke consultancy, event or data processing arrangement.

3. Personal data we collect

Category	Typical information
Business contact and account data	Names, school or trust name, job title, email address, telephone number, postal address and login details used to create and administer accounts.
Order, billing and transaction data	Order history, invoicing details, payment status, subscription dates and related commercial records. We do not store full payment card details where these are handled by third-party payment processors.
Service usage data	Pages visited, resources downloaded, videos accessed, account activity and other service interaction information.
Technical data	IP address, browser type, operating system, device information, cookies and similar online identifiers.
Communications and support data	Emails, messages, contact form submissions, feedback, survey responses and support history.
Marketing preference data	Opt-in or opt-out records and engagement with business updates where we lawfully send them.

3.1 We normally collect personal data directly from you, from your school or organisation, through the Website, through account activity, and from service providers involved in payments or technical operations.

3.2 We do not intentionally require pupil data, special category data, criminal offence data or safeguarding records for the standard Teacher Tonic service. Please do not send that type of information unless we have expressly agreed to receive it in writing.

4. How we use personal data and our lawful bases

Purpose	Examples	Lawful basis
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Purpose	Examples	Lawful basis
Provide the Services and manage accounts	Setting up access, maintaining subscriptions, delivering resources and providing service communications	Performance of a contract
Take payment and maintain commercial records	Processing orders, renewals, invoicing, accounting and tax compliance	Performance of a contract and legal obligation
Respond to enquiries and support requests	Handling contact form submissions, emails and support queries	Performance of a contract or legitimate interests
Protect the platform and prevent misuse	Monitoring suspicious usage, enforcing licence restrictions and investigating incidents	Legitimate interests
Improve and develop the Services	Analytics, troubleshooting, internal reporting and service planning	Legitimate interests
Send relevant business updates	Marketing about Teacher Tonic services to business contacts where permitted	Legitimate interests or consent, depending on the communication
Comply with law and manage legal claims	Regulatory compliance, record retention, dispute handling and business transfers	Legal obligation and legitimate interests

4.1 Where we rely on legitimate interests, those interests generally include operating and securing our business, preventing misuse, improving our services, managing customer relationships and communicating with business contacts in a proportionate way.

4.2 Where consent is required by law, such as for certain marketing or non-essential cookies, you may withdraw that consent at any time.

5. Sharing personal data

5.1 We may share personal data with trusted third-party service providers that support payment processing, Website hosting, technical infrastructure, analytics, communications, support, professional advice, insurance or business administration.

5.2 We may also share personal data where required by law, regulation, court order or to protect our legal rights, or as part of a business sale, merger, investment or reorganisation.

5.3 We do not sell personal data.

6. International transfers

6.1 Some of our service providers may process personal data outside the UK. Where this happens, we will take reasonable steps to ensure that an appropriate transfer mechanism or safeguard is in place, such as an adequacy regulation or approved contractual safeguards, where required by law.

7. Data storage, security and retention

7.1 We take data security seriously and maintain appropriate technical and organisational measures designed to protect personal data against unauthorised or unlawful processing and against accidental loss, destruction or damage.

7.2 Our measures may include access controls, password-protected systems and devices, role-based access where appropriate, secure service providers, software and device updates, encryption where appropriate to the risk, and internal controls over who can access personal data.

7.3 Payment card information is handled by third-party payment processors. We do not store full payment card details ourselves.

7.4 We keep personal data only for as long as necessary for the purposes for which it was collected, including to provide the Services, comply with legal obligations, resolve disputes, prevent fraud and enforce our contractual rights.

Record type	Usual retention approach
Customer account and core contact data	For the Subscription Term and usually up to 6 years afterwards where needed for contract administration, legal claims or audit purposes.
Billing, invoicing and tax records	Usually up to 6 years after the end of the relevant financial period, or longer where the law requires it.
Support and enquiry correspondence	Usually up to 24 months after closure of the matter, or longer where it forms part of the customer account history or a dispute record.
Usage logs and technical security records	Usually 12 to 24 months, unless longer retention is reasonably required for security, fraud prevention or investigation.
Marketing preference records	Until you unsubscribe, object, withdraw consent (where relevant) or after an appropriate inactivity period.

8. Cookies and similar technologies

8.1 Our Website may use cookies and similar technologies for essential functionality, user preferences, analytics, security and service improvement.

8.2 Where the law requires consent for non-essential cookies or similar technologies, we will request that consent through the Website or another appropriate mechanism.

8.3 You can also manage cookies through your browser settings, although blocking some cookies may affect Website functionality.

9. Your rights

9.1 Depending on the circumstances and the lawful basis relied upon, you may have the right to request access to your personal data, request correction, request erasure, request restriction of processing, object to processing, request data portability, and withdraw consent where consent is the lawful basis.

9.2 To exercise your rights, please contact hello@teachertonic.co.uk. We may ask for reasonable evidence of identity before actioning a request.

9.3 You also have the right to complain to the Information Commissioner's Office (ICO) if you believe your personal data has been handled unlawfully.

10. Changes to this Privacy Notice

10.1 We may update this Privacy Notice from time to time to reflect legal, operational or service changes. The latest version will be made available on the Website.

Schedule 1 - Practical data position for school customers

Why this schedule matters

School customers often need a clear statement of what Teacher Tonic is and is not taking responsibility for. This schedule summarises the practical position for the standard school licence.

S1.1 For the standard Teacher Tonic platform and school licence, Teacher Tonic usually acts as controller for business contact data, user account data, billing data, usage data, technical data and support correspondence processed to run and protect the service.

S1.2 The Customer remains responsible for its own employee, governor, pupil, parent, safeguarding, SEND, attendance, behaviour, welfare and internal school records. The standard Teacher Tonic service is not offered as a repository or processor solution for those datasets.

S1.3 The Customer should ensure that any examples shared for support, discussion or consultancy are anonymised or pseudonymised wherever possible.

S1.4 If a bespoke arrangement requires Teacher Tonic to process personal data purely on the Customer's documented instructions, the parties should put in place a separate data processing agreement before any such data is transferred.

S1.5 This schedule is intended to reduce ambiguity and protect both parties. It does not expand the Services beyond what is expressly included in the relevant Order.