



Privacy and cookies

Written in plain English. If anything is unclear, just ask.

Last updated 28 October 2026.

This policy explains what information we collect through this website and when you contact us, why, and what we do with it. It is written in plain English. If anything is unclear, email grace@emersontuition.co.uk.

Who is responsible

The data controller is Grace Agate-Bacon, a sole trader trading as Emerson Tuition. You can contact Grace Agate-Bacon at grace@emersontuition.co.uk or on [07716 131813](tel:07716131813). Registration with the Information Commissioner's Office: ZC286199.

What we collect and why

Enquiries. The enquiry form on our contact page is TutorCruncher's, and what you enter goes straight into TutorCruncher for the branch you choose. It asks for your name, email address, phone number if you give it, your child's first name if you give it, their school year, when lessons could happen, what you would like help with, and your address. We use them to reply to you and, if you go ahead, to match a tutor who can reach you and arrange lessons. Our lawful basis is your request to us and, for lessons, the agreement between us.

Tutor applications. When you apply to teach with us we collect your name, contact details, the subjects you teach, where you can work and what you tell us about your experience, to consider your application.

Information about children. The enquiry form is for parents and carers. It asks for your child's school year, and their first name only if you want to give it. Please don't include details of your child's health or any diagnosis in the form; we would rather talk about their needs when we speak. If you choose to tell us about your child's special educational needs or health, we use it only to match a tutor and plan teaching, we keep it confidential, and we share it only with the tutor who teaches your child.

Server logs. Our hosting provider keeps short-lived technical logs (such as IP address and pages requested) to keep the site secure and working. To limit repeated spam, the forms store a scrambled (hashed) form of your IP address, which is deleted after a day.

Where your information goes

- **TutorCruncher** (TutorCruncher Ltd, registered in England and Wales, company number 08385970) is the system we use to run lessons. If you go ahead with tuition, your contact details, your child's details, lesson records, progress notes and invoices are kept there. TutorCruncher processes them only on our instructions. Enquiries made on our contact page go straight to TutorCruncher.
- **Google reCAPTCHA** protects the enquiry form from spam. It loads only once you start an enquiry, and Google receives information about your device and how you use the form to tell people from automated programs (Google's [privacy policy](#) and [terms](#) apply).
- **Cloudflare** hosts this website and stores tutor applications sent through it, so that we can read them in the website's private admin area.
- **Web3Forms** sends us a copy of each form message by email.
- **Google Workspace** provides our email.
- **Google Analytics** measures visits, but only if you accept analytics cookies (see below).

Some of these providers may process information outside the UK, under safeguards approved for UK data protection law. We never sell your information or use it for anyone else's marketing.

How long we keep it

- **Enquiries that don't lead to lessons:** 12 months from your last message.
- **Families who have lessons:** your details, lesson records and payment records, for six years after lessons end.
- **Tutor applications that don't go ahead:** 12 months from the application.
- **Tutors who teach with us:** six years after they last teach for us.

We then delete the information, or keep it only in a form that no longer identifies anyone.

Cookies and analytics

When you first visit, we ask whether you are happy for us to use Google Analytics. Nothing is sent to Google before you answer, and nothing is sent if you decline. If you accept, Google Analytics sets cookies (names starting `_ga`) to count visits and see which pages are useful,

with IP addresses anonymised and advertising features switched off. Your choice is remembered in your browser's local storage, not in a cookie.

The enquiry form needs Google reCAPTCHA to work, so it loads only once you choose where you are on the contact page, and Google may set its own cookie then to check you are not an automated program. This is part of making the form work, so it doesn't depend on your analytics choice.

The admin area used by our team sets one essential cookie to keep them signed in. It is never set for visitors.

Your rights

You can ask to see the information we hold about you, to correct it, to delete it, to object to how we use it, or to withdraw consent at any time. Email grace@emersontuition.co.uk and we will reply within one month. If you are unhappy with how we have handled your information, you can complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.