



TOOT ACADEMY

Privacy Policy

Effective date: 8 August 2026 · Work Hard, Stay Smart

1. About this Privacy Policy

We, TooT Academy, respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, store and disclose personal information when you visit tootacademy.com, use our services, communicate with us, or otherwise interact with us.

This policy applies to website visitors, registered users, customers and other individuals whose personal information we process in connection with our services.

Our aim is to process personal information fairly, transparently and securely, and only for legitimate purposes connected with operating and improving our services, supporting our customers, processing transactions and meeting our legal obligations.

2. Who we are and how to contact us

TooT Academy is responsible for the processing described in this Privacy Policy. We have not appointed a Data Protection Officer (DPO). However, we are committed to responding to privacy questions and requests.

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us:

Email

learn@tootacademy.com

Telephone

+44 07535512744

3. Personal information we collect

We may collect personal information when you use our website or services, create or manage an account, make a purchase, contact us, or otherwise provide information to us.

Depending on how you interact with TooT Academy, the information we may process includes:

- First and last name
- Date of birth
- Email address and/or telephone number
- Address and city
- Payment information, such as card or bank details, where applicable
- IP address
- Browser information and language

- Purchase history
- Payment method and transaction history

4. How we use personal information

We use personal information only where we have a lawful basis to do so and for purposes connected with our business and services. These purposes may include:

- Authentication and account security
- Compliance with legal obligations
- Customer support and responding to enquiries
- Fraud prevention and risk management
- Payment processing
- Marketing and advertising
- Analytics and performance monitoring
- Customising and adapting the user experience
- Content delivery
- Communications
- Processing transactions
- Providing access to exclusive content
- User feedback and satisfaction
- User engagement and retention
- Tag management

5. Legal bases for processing

Where the UK GDPR or other applicable data protection law applies, we may process personal information on one or more of the following legal bases: performance of a contract, compliance with a legal obligation, our legitimate interests, or your consent where consent is required.

Where we rely on legitimate interests, those interests may include operating and improving our services, maintaining security, preventing fraud, responding to customers and communicating with users. We will balance these interests against your rights and freedoms.

6. Storage and security

Personal information is stored on secure systems and servers, including systems located in Great Britain (GB). Where information is transferred internationally, we will take appropriate steps required by applicable data protection law.

We use appropriate technical and organisational measures designed to protect personal information against unauthorised access, loss, misuse, alteration or destruction. These measures may include encryption, access controls, security monitoring and periodic reviews of our systems and permissions.

No method of transmission or storage is completely secure. While we take reasonable steps to protect personal information, we cannot guarantee absolute security.

7. Sharing personal information

We may share personal information with trusted third-party service providers that process information on our behalf. These providers are permitted to process information only as necessary to provide their services and are expected to maintain appropriate confidentiality and security safeguards.

Where required by law, we may also disclose information to regulators, law-enforcement authorities, courts, professional advisers or other parties where disclosure is necessary to comply with a legal obligation or protect our rights, users or the public.

8. Third-party services

The services listed in the table at the end of this policy may process personal information in connection with our website or business activities. The information actually processed may depend on how you use our services and the settings or consent choices available on our website.

9. Data Processing Agreements and international transfers

Where appropriate, we use contractual arrangements, including Data Processing Agreements (DPAs), to require service providers to protect personal information and process it in accordance with applicable data protection requirements.

Where personal information is transferred outside the UK, we will use an appropriate legal transfer mechanism and safeguards where required by applicable law.

10. Your privacy rights

Subject to applicable law and any relevant exemptions, you may have the following rights:

- **Access:** request a copy of the personal information we hold about you and information about how we use it.
- **Rectification:** ask us to correct inaccurate or incomplete information.
- **Erasure:** ask us to delete personal information in certain circumstances.
- **Restriction:** ask us to restrict processing in certain circumstances.
- **Data portability:** receive certain information in a structured, commonly used and machine-readable format and, where applicable, transmit it to another controller.
- **Objection:** object to certain processing, including direct marketing.
- **Withdrawal of consent:** where processing is based on consent, withdraw your consent at any time. Withdrawal does not affect processing that took place before consent was withdrawn.
- **Complaint:** complain to a competent data protection supervisory authority if you believe your rights have been infringed.

11. How to exercise your rights

To exercise your privacy rights or ask a question about our processing of your information, contact us at learn@tootacademy.com or +44 07535512744.

We may need to verify your identity before completing certain requests. We will respond within the timeframe required by applicable data protection law.

12. Cookies and tracking technologies

Our website may use cookies and similar technologies to operate the website, remember preferences, understand website usage and support advertising or analytics. These may include:

- **Essential cookies** — necessary for core website functions, authentication and security.
- **Analytics and performance cookies** — help us understand how visitors use the website and identify areas for improvement.
- **Functional cookies** — remember preferences and support enhanced functionality.
- **Advertising and targeting technologies** — may be used to support relevant advertising and measure advertising performance.

13. Direct marketing

Where permitted by law, we may use your personal information to send information about our products, services, promotions or other relevant communications.

Where consent is required, we will ask for your consent before sending marketing communications. Marketing messages will provide an appropriate way to unsubscribe or opt out. You can also contact us to manage your preferences.

14. Data breaches

We maintain procedures designed to identify, assess and respond to personal data breaches.

If we become aware of a breach, we will assess the nature and severity of the incident and take appropriate steps to contain, investigate and remediate it. Where required by applicable law, we will notify the relevant supervisory authority without undue delay and, where required, within the applicable statutory deadline. Where a breach is likely to result in a high risk to individuals' rights and freedoms, we will notify affected individuals as required by law.

If you believe your personal information may have been compromised, please contact us at learn@tootacademy.com or +44 07535512744.

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, technology, legal requirements or privacy practices.

When we make material changes, we will take reasonable steps to bring them to your attention. The effective date at the top of this policy will indicate when the current version took effect.

16. Complaints

If you are unhappy with how we have handled your personal information, please contact us first so that we can investigate your concern.

You may also have the right to complain to the data protection supervisory authority in the UK, the Information Commissioner's Office (ICO), or another competent supervisory authority depending on your circumstances.

17. Contact us

For privacy questions, requests or concerns, please contact TooT Academy:

Email: learn@tootacademy.com · **Telephone:** +44 07535512744 · **Website:** tootacademy.com

Third-party service providers

Service	Provider	Main purpose	Privacy information
Stripe	Stripe	Payment processing; fraud prevention and risk management	stripe.com/gb/privacy
Mailchimp	The Rocket Science Group LLC	Marketing and advertising	mailchimp.com/legal/privacy/
Google Analytics	Google Ireland Limited	Analytics; marketing and performance tracking	business.safety.google/privacy/
Google Ads	Google Ireland Limited	Personalisation; analytics; advertising	business.safety.google/privacy/
Google Maps	Google LLC	Website functionality and personalisation	google.com/intl/de/policies/privacy/
Google Fonts	Google Ireland Limited	Website functionality and presentation	business.safety.google/privacy/
reCAPTCHA	Google Ireland Limited	Security and fraud prevention	business.safety.google/privacy/

Note: Third-party privacy policies may change. Please check each provider's current privacy notice for the latest information.

Important: This document is not a substitute for legal advice or a formal compliance review. TooT Academy should verify that the listed services, cookies, data flows, retention periods, lawful bases, business identity and contact details accurately reflect its actual practices.