

Privacy and Cookie Notice

Score Better Ltd

Last updated: 7 September 2026

1. About this Notice

This Notice explains how Score Better Ltd collects, uses, stores and shares personal information.

It applies to parents, guardians, students, prospective customers, workshop participants, programme customers and website visitors.

Separate privacy information may be provided to staff, tutors, contractors and job applicants.

2. Who We Are

Score Better Ltd is the controller responsible for the personal information covered by this Notice.

Score Better Ltd is registered in England and Wales under company number 17435951.

Registered office:

167–169 Great Portland Street
Fifth Floor
London
England
W1W 5PF

Privacy enquiries, requests and complaints should be sent to:

privacy@scorebetter.co.uk

3. Information We May Collect

We may collect personal information where necessary to respond to enquiries, accept bookings, deliver our services or operate our website.

This may include:

- names and contact details;
- booking, payment and communication records;
- information relevant to a student's programme, assessments, attendance, submitted work and progress;
- session recordings and assessment-monitoring information;
- cancellation, refund, complaint and marketing-preference records; and
- website, device, cookie and usage information.

We collect only the information reasonably required for the relevant purpose.

Payment-card information is entered directly into our payment provider's systems. Score Better does not normally receive or store complete payment-card details.

4. How We Obtain Information

Information normally comes directly from parents, guardians or students, through the use of our website and services, or from providers that support those services.

We may also collect technical information through cookies and similar website technologies.

If information required to assess suitability, accept a booking or deliver a service is not provided, we may be unable to provide that service.

5. How We Use Information

We may use personal information where necessary to:

- respond to enquiries, assess suitability and administer bookings and payments;
- deliver workshops, programmes, assessments, marking, reports and support;
- manage cohort allocation, communications, cancellations, refunds, complaints and disputes;
- maintain the safety, integrity and administration of our services and meet our legal, accounting and safeguarding responsibilities;
- improve our teaching, services and website; and
- send permitted marketing communications to parents and other adults.

We rely on one or more of the following legal bases:

- performance of a contract with the adult purchaser;
- steps taken before entering into a contract;
- our legitimate interests in operating and improving Score Better, supporting students, maintaining assessment integrity and protecting our services;
- recognised legitimate interests, including safeguarding where applicable;
- compliance with a legal obligation;
- protection of someone's vital interests; and
- consent where consent is required.

When we rely on legitimate interests, we consider the effect on the people involved, particularly students, and do not use information where our interests are overridden by their rights.

6. Student Information

Score Better currently provides services to GCSE students, principally students in Years 10 and 11.

The programme contract is entered into by an adult parent, guardian or authorised purchaser. Students nevertheless have privacy rights in relation to their own information.

We use student information only where reasonably necessary to assess suitability, deliver and support the programme, measure progress, maintain assessment integrity and protect students and other participants.

We seek to collect the minimum information required and limit access to authorised people.

7. Assessments and Online Monitoring

We may use an approved online assessment service to administer, mark and monitor entry and exit assessments.

Depending on the assessment settings, monitoring may record relevant browser activity, technical events, completion times, periodic camera photographs and indications that no face or more than one face was detected. Camera monitoring does not normally create a continuous video recording.

Monitoring information and automated flags assist authorised Score Better personnel. They do not independently determine that misconduct occurred or that an assessment is invalid.

Material decisions about assessment validity, student eligibility or programme outcomes are made or meaningfully reviewed by the Score Better team.

Where monitoring cannot reasonably be used, we may provide an appropriate alternative supervised arrangement.

8. Session and Workshop Recordings

We may record paid programme sessions delivered through an approved online teaching or video-conferencing service.

Recordings may be used to support learning, provide missed-session access, improve our services, maintain safety and manage complaints or disputes.

Access is limited to authorised people and the relevant students or families.

Workshops may also be recorded. Participants will be informed where recording is planned.

We will not use an identifiable student's image, voice, work, testimonial or recording for advertising without separate and specific permission from their parent or guardian and, where appropriate, the student.

9. Communications and Marketing

We may communicate with parents and students through approved services such as email, telephone, SMS, WhatsApp and video conferencing.

Student cohort communications will normally include the student, their parent or guardian and authorised Score Better personnel.

We may contact parents and other adults about relevant workshops, programmes and services by email, SMS, WhatsApp or telephone.

We rely on consent where required and may use other permitted marketing rules where applicable. Marketing messages will provide a way to unsubscribe.

We do not direct promotional campaigns to students.

Withdrawing from marketing does not prevent us from sending necessary booking, payment, safety or programme communications.

10. Cookies and Similar Technologies

Our website may use cookies, pixels, tags and similar technologies.

Some technologies are necessary for website security, form submission, checkout, fraud prevention and remembering visitor preferences.

We may also use optional technologies to understand website use, measure performance, identify enquiries or purchases resulting from advertising and show relevant advertisements to previous visitors.

Where consent is required, optional advertising and tracking technologies will not be activated until the visitor has made a choice.

Visitors will be able to accept or reject optional technologies and change their preferences through the website's cookie settings.

The cookie settings will provide current information about the technologies in use, their providers, purposes and durations.

Rejecting optional technologies will not prevent access to the main website or purchased educational services.

11. Sharing Information

We may share personal information where necessary with:

- authorised Score Better personnel and contracted service providers;
- the relevant student, parent or guardian;
- providers supporting our payments, communications, website, teaching, assessments, storage, analytics and advertising;
- professional advisers such as accountants, insurers and auditors; and
- regulators, safeguarding bodies, emergency services or law-enforcement authorities where appropriate.

Assessment results and reports are not routinely disclosed outside the student's family, authorised Score Better personnel and providers supporting the assessment process.

We do not routinely share student information with schools.

We do not sell personal information.

12. International Transfers

Some providers may process information outside the United Kingdom.

Where required, we use an appropriate safeguard such as UK adequacy regulations, approved contractual protections or another lawful transfer mechanism.

Further information about applicable safeguards may be requested through privacy@scorebetter.co.uk.

13. How Long We Keep Information

We retain information only for as long as reasonably required.

Our normal retention periods are:

- enquiry and application records: up to 24 months after the last meaningful contact, or up to 12 months for an unsuccessful or unaccepted application;
- contracts, payments and core transaction records: up to six years after the relationship ends;
- student assessment reports, submitted work and ordinary learning records: up to two years after the programme ends;
- paid programme recordings: normally until 30 days after the final live programme session;
- assessment-monitoring photographs: normally up to 30 days after the assessment, and routine monitoring events for up to 90 days;
- routine support correspondence: up to two years after resolution;
- complaints and disputes: up to six years after resolution; and
- marketing information: until the recipient unsubscribes or the information is no longer required.

We may retain limited information recording an unsubscribe request to ensure that the person is not contacted again.

Information connected to a safeguarding, legal, complaint or assessment-integrity concern may be retained for longer where reasonably necessary.

Cookie durations will be shown in the website's cookie settings.

14. Security

We use reasonable organisational and technical measures designed to protect personal information from unauthorised access, accidental loss, misuse or inappropriate disclosure.

Access is limited according to a person's role and responsibilities.

Parents, students and staff should protect access links, passwords and account information and report suspected misuse promptly.

15. Individual Rights

Depending on the circumstances, a person may have the right to:

- request access to their personal information;
- ask us to correct inaccurate information;
- ask us to erase or restrict information;
- object to certain uses;
- receive certain information in a portable format;
- withdraw consent; and
- raise a complaint.

A person may object where we rely on legitimate interests. We will stop direct marketing when an objection is received.

A parent or guardian may make an appropriate request concerning their child. Depending on the student's age and understanding, we may also need to consider the student's own wishes and rights.

We may request information needed to confirm someone's identity or authority before responding.

Requests should be sent to privacy@scorebetter.co.uk. We will normally respond within one month, subject to any permitted extension.

16. Complaints

Privacy and cookie complaints should be sent to:

privacy@scorebetter.co.uk

We will acknowledge and investigate the complaint and explain the outcome.

A person may also complain to the Information Commissioner's Office:

Website: ico.org.uk

Telephone: 0303 123 1113

Contacting us first does not remove the right to complain to the Information Commissioner's Office.

17. Changes to this Notice

We may update this Notice when our services, providers or legal obligations change.

The current version will be published on our website with its effective date. We will provide additional notice where a change materially affects how existing personal information is used.

18. Contact

Score Better Ltd

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England

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