

Privacy Policy

Last updated: 22 May 2026

Welcome to GradeUpNow (“we”, “our”, “us”). This Privacy Policy explains how GradeUpNow collects, uses, stores and protects information when you use the GradeUpNow website and software platform available through [GradeUpNow](#).

By using our website or services, you agree to the practices described in this policy.

Who We Are

GradeUpNow is a school improvement and analytics platform designed for schools, academies and multi-academy trusts. The platform provides tools including whole-school analytics, pupil progress tracking, attendance monitoring, cohort analysis, target setting, reporting, action planning, AI-assisted querying and MIS integration.

Information We Collect

We may collect and process the following categories of information:

a) Information You Provide Directly

- Name
- Email address
- Organisation or school name
- Telephone number
- Job title
- Any information submitted through contact forms, demo requests or support enquiries

b) Usage and Technical Information

- IP address
- Browser type and version
- Device information
- Operating system
- Pages visited
- Time spent on pages

- Referring websites
- Cookies and analytics data

c) School and Educational Data

Where schools or trusts use the GradeUp platform, we may process educational and operational data including:

- Attendance data
- Assessment and attainment data
- Cohort and demographic information
- Pupil identifiers
- Progress and intervention records
- Target and performance data
- Behaviour or safeguarding indicators where applicable

Such data is processed solely on behalf of the relevant school or trust in accordance with applicable data protection legislation and contractual agreements.

How We Use Information

We use information to:

- Provide and maintain the GradeUp platform
- Improve platform functionality and performance
- Respond to enquiries and support requests
- Deliver analytics, reporting and school improvement tools
- Monitor service reliability and security
- Develop new features and capabilities
- Communicate important service updates
- Comply with legal and regulatory obligations

We do not sell personal information to third parties.

Legal Basis for Processing

Where applicable under UK GDPR or other relevant legislation, we process data on the basis of:

- Legitimate interests

- Contractual necessity
- Legal obligations
- Consent, where required

Schools and trusts using GradeUp remain responsible for determining the lawful basis for pupil and staff data entered into the platform.

Data Sharing

We may share information with:

- Trusted hosting and infrastructure providers
- Analytics and monitoring providers
- Integrated Management Information System (MIS) providers including SIMS, Arbor and Bromcom
- Professional advisers and regulatory authorities where legally required

All third-party providers are subject to appropriate confidentiality and data protection obligations.

Data Security

We implement appropriate technical and organisational security measures designed to protect information against unauthorised access, disclosure, alteration or destruction.

These measures may include:

- Encrypted connections
- Access controls and authentication
- Secure cloud infrastructure
- Monitoring and audit logging
- Role-based permissions

However, no online service can guarantee absolute security.

Data Retention

We retain personal and educational data only for as long as necessary to:

- Provide contracted services
- Meet legal and regulatory obligations
- Resolve disputes

- Maintain legitimate business records

Schools and trusts may request deletion or export of their data in accordance with contractual arrangements and applicable law.

Cookies and Analytics

The GradeUpNow website may use cookies and similar technologies to:

- Improve website performance
- Analyse traffic and usage
- Remember preferences
- Support security and functionality

Users may control cookie settings through their browser preferences.

International Transfers

Where data is transferred outside the United Kingdom or European Economic Area, appropriate safeguards will be implemented in accordance with applicable data protection law.

Your Rights

Depending on your jurisdiction, you may have rights including:

- Access to your personal data
- Correction of inaccurate data
- Erasure of data
- Restriction of processing
- Data portability
- Objection to processing
- Withdrawal of consent where applicable

Requests relating to school-managed educational data should normally be directed to the relevant school or trust first.

Children's Data

GradeUp processes pupil-related data solely under the instruction of schools, academies and trusts. We do not knowingly collect children's data directly from public website users.

Third-Party Links

Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of external sites.

Changes to This Policy

We may update this Privacy Policy periodically to reflect operational, legal or regulatory changes. Updated versions will be published on the website with a revised effective date.

Contact

For privacy-related enquiries, requests or concerns, please contact:

GradeUpNow

Website: gradeupnow.com

Email: hello@gradeupnow.com