

Our Data Retention Periods

School Subscriptions B2B:

Data Category	Purpose(s) of collection	Business need for retention	Retention Period
Teacher Account Credentials (Name, Email, Username, Password)	Maintain account and provide access	School annualised reporting requirements	Expired School Licenses = Anonymised 18 months after account expiry * Active School licenses = Anonymised 6 months after removal from roster
Student Rostering (Name, Grade, Class)	Provide access to educational activities and content	School annualised reporting requirements	Expired School Licenses = Anonymised 18 months after account expiry * Active School licenses = Anonymised 6 months after removal from roster
Student Gameplay and Activity data (Scores, progress, inventory, avatars, free text entries)	Maintain child's progress and experience in app	School annualised reporting requirements	Expired School Licenses = Anonymised 18 months after account expiry * Active School licenses = Anonymised 6 months after removal from roster
Voice Recording (Read Aloud feature)	For teachers to assign and evaluate students reading capabilities and progress	Enable Teacher to grade students reading for max academic year = 24 months	Deleted after 24 months
Customer Support Records (Emails, chat logs, tickets)	To resolve user issues and improve service quality	Quality assurance, dispute resolution, and analysing recurring bugs	Deleted 24 months after date of ticket closure

Home Subscriptions B2C:

Data Category	Purpose(s) of collection	Business need for retention	Retention Period
Parent and Student Account Credentials (Name, Username, Password, YOB)	Maintain account and provide access	The retention period supports compliance, reporting, and account recovery needs	Anonymised 48 months after account expiry *
Student Gameplay and Activity data (Scores, progress, inventory, avatars)	Maintain child's progress and experience in app	The retention period supports compliance, reporting, and account recovery needs	Anonymised 48 months after account expiry *
Student User Generated Content (Free text entries)	To engage in long form learning activities	The retention period supports compliance, reporting, and account recovery needs	Anonymised 48 months after account expiry *
Parent Contact Information (Email, phone)	To provide notice, obtain consent, and communicate regarding the account	The retention period supports compliance, reporting, and account recovery needs	Anonymised 48 months after account expiry *
Customer Support Records (Emails, chat logs, tickets)	To resolve user issues and improve service quality	Quality assurance, dispute resolution, and analysing recurring bugs	Deleted 48 months after date of ticket closure

Technical Logs & Analytics (IP addresses, Device IDs, crash reports)	Security monitoring, debugging and internal operations	Maintaining site security, integrity, and optimizing performance	Retained for 12 months on a rolling basis, then permanently deleted
Transaction or Subscription Data	To enable subscriptions, resolve payment issues, and provide continuity in account access/progress	Maintaining records for payment issues or disputes, regulatory compliance, and continuity of user experience	Transaction ID, parent's email/billing address, price, and timestamp may be retained for up to 7 years due to regulatory compliance
Consent Verification Records (Name, consent status)	To demonstrate valid parental consent was obtained	Legal defence and regulatory audit trail	May be retained for up to 7 years due to regulatory compliance
Incomplete Registration Info (Name, Email)	Partially completed product registration	To enable customer to complete registration	Removed after 14 days

* Account Expiry as defined in our Privacy Policy