

Kita Education, Limited: Customer Privacy Notice

Last updated: 23.02.2026

This Privacy Policy explains how Kita Education Ltd ("Kita", "we", "us") processes personal data when our platform is used by schools, teachers, and students.

This privacy notice tells you what to expect us to do with your personal information. It includes:

- Contact details
- How data protection works in Kita (including data hosting information)
- What information we collect, use, and why
- Lawful bases and data protection rights
- Safety and artificial intelligence
- How long we keep information
- Who we share information with
- How to complain

Summary information for school IT & data protection teams
Hosting location (UK/EU)
Student data collected (minimal, no DOBs)
AI use (teacher-controlled, no training)
Cookies (essential only)
Contact email: hello@getkita.com

Contact Details

This is how you can get in touch with us if you have any questions about your information. We've included our email address so you can easily reach out to us for help.

Who we are

Organisation: Kita Education Ltd, 65 Alfred Road, London, W2 5EU

Email: hello@getkita.com

Role under UK GDPR:

- Data Processor for student personal data entered by schools
- Data Controller for limited data relating to teachers, administrators, and business contacts

Kita is designed as an educational tool, with data minimisation and safeguarding principles.

How data protection works in Kita

Data hosting

By default, student and school data is hosted within the UK and European Economic Area (Ireland). Where data is transferred outside the UK/EEA, this is done using appropriate safeguards, including Standard Contractual Clauses.

Schools as Data Controllers

Where Kita is used by a school, multi-academy trust, local authority, or other education provider, **that organisation is the Data Controller for student personal data.**

The school determines:

- Which students are given access to Kita
- What student personal data is entered
- How the platform is used for teaching, learning, and assessment

Kita as data processor

Kita processes student personal data only on the documented instructions of the school and in accordance with UK GDPR. We do not determine the purposes or means of processing student personal data.

Student personal data

Kita is designed to operate using minimal student personal data, with schools retaining full control over what information is shared.

What information we collect, use and why

We collect some information about you to help us provide our services. We only collect what we need to make sure everything runs smoothly and safely.

We collect or use the following information to **provide services and goods, including delivery**:

When used by schools without third-party integrations, the only student personal data processed is:

- A personal identifier (student's name or teacher assigned identifier/pseudonym)
- An age declaration (over or under 13 years)

The over/under-13 age declaration is self-reported, not independently verified, and is used solely to support compliance and safeguarding controls rather than profiling or automated decision-making. Kita does not collect or store a student's date of birth.

Kita does not verify student age; responsibility for age assurance, parental consent, and safeguarding remains with the school as Data Controller.

Third Party integrations

Where Kita is connected to Google Classroom, Microsoft Teams, or a school MIS, additional student data fields may be shared at the school's discretion. This may include:

- Student name
- School email address or username
- Class or group membership
- Unique system identifiers for synchronisation

Kita processes this data solely on school instructions and only to provide the integrated service. We do not access or use student data from integrated systems for other purposes.

User generated content

Kita stores students' code submissions and text responses so teachers and students can view progress and receive feedback.

Students are strongly discouraged from including personal data (names, contact details, sensitive information) in code, responses, or comments. Kita does not request this information and is not responsible for personal data voluntarily included by users.

Cookies and automatic technical information

Kita uses only essential cookies required for authentication and platform functionality. We do not use behavioural advertising or student profiling cookies.

Like most online services, Kita automatically processes limited technical information (such as IP address, browser type, and access logs) where necessary to provide the service, maintain security, prevent misuse, and comply with legal obligations. This information is not used for advertising, profiling, or tracking students across services.

Teacher and administrator data

Kita acts as Data Controller for personal data relating to teachers, administrators, and school staff. This may include:

- Name and work email address
- Role and organisation
- Account credentials
- Support communications

This data is processed to provide the service, manage accounts, ensure security, and communicate essential service information.

Lawful bases and data protection rights

This part explains why we collect your information and what rights you have. You can ask to see your information, ask us to correct it, or even ask us to delete it. We follow the rules to keep your information safe and secure.

Under UK GDPR, we must have a lawful basis for processing personal data.

Our lawful bases

We rely on the following lawful bases, depending on the context:

- **Contract** – processing necessary to provide the Kita platform and related services
- **Legal obligation** – processing required to comply with legal and regulatory requirements
- **Legitimate interests** – limited processing to operate, secure, and improve the service, where this does not override individual rights
- **Consent** – where explicitly required (for example, optional communications or research participation)

For **student personal data**, Kita acts solely as a **Data Processor** and processes data only on the documented instructions of the school, which remains the Data Controller.

Your rights

Under UK GDPR, individuals have the right to:

- **Access** – request a copy of their personal data
- **Rectification** – request correction of inaccurate or incomplete data
- **Erasure** – request deletion of personal data, where applicable
- **Restriction** – request limits on how data is processed
- **Portability** – request transfer of personal data
- **Object** – object to processing based on legitimate interests
- **Withdraw consent** – where processing is based on consent

We will respond to rights requests without undue delay and within one month.

- **Student data rights** should be exercised via the school, as Data Controller
- Teacher and administrator data rights can be exercised by contacting **hello@getkita.com**

Data retention

We don't keep your information forever. This section tells you how long we keep different types of information. We only keep it as long as we need to, and then we get rid of it safely.

The retention periods below apply to personal data for which Kita acts as Data Controller (such as teachers, administrators, and website users). Student personal data is processed on school instructions and retained only for as long as required by the school or deleted upon request.

Upon termination of a school's use of Kita, student personal data will be deleted or returned to the school within an agreed timeframe, unless retention is required by law.

Information Type	Description	Retention Period
Names and contact details	Personal details used for service delivery, account management, and marketing.	2 years after the last interaction or service provision, unless longer retention is justified.
Account information	Registration details, login credentials, and account-related data.	2 years after account closure or last activity, unless longer retention is required for legal reasons.

Information Type	Description	Retention Period
Website user information	User journeys, cookie tracking, and analytics data.	1 year from collection, unless longer retention is justified for analytics or legal compliance.
Marketing preferences	Consent records and communication preferences.	Until consent is withdrawn or for 2 years from last engagement, whichever is sooner.
Research data	Data collected for research or archiving purposes.	6 months from the end of the research project, unless longer retention is required for legal or archival reasons.
Safeguarding information	Data related to safeguarding and legal compliance.	Retained as required by law or for 6 years , given the sensitive and compliance-driven nature.
Queries, complaints, or claims	Records of interactions related to disputes or claims.	3 years from resolution, in line with typical UK legal and contractual record-keeping practices.

Using Closed Generative AI for Student Feedback

We use closed generative AI tools to help provide feedback on student work. **Teachers can disable these features on a course-wide basis.**

How we use AI

Kita aligns with the UK Government's Generative AI Product Safety Standards for use in educational settings ([see full guidance here](#)). We follow strict data protection rules to keep student information safe and private.

We use AI to generate formative feedback based on student code submissions. These tools can suggest improvements, identify common mistakes, or offer personalised learning recommendations. Our AI helps teachers give better feedback more quickly and makes learning more personal.

Content moderation and safety controls are built in to reduce the risk of harmful or inappropriate outputs. Our use of AI is entirely controllable by the teacher and student interactions with AI can be supervised by the school.

Student data is handled securely, lawfully, and transparently, in line with UK data protection requirements.

Student inputs are not used for model training or commercial purposes without explicit consent.

Kita does not make automated decisions about students that have legal or similarly significant effects under UK GDPR.

What AI Is Used For

AI features may:

- Generate itemised feedback on code
- Highlight common errors
- Suggest next steps for learning

Safeguards

- AI systems are restricted to providing feedback within the platform
- **We never use student data to train AI models**
- Access to data is role-based and logged
- Teachers remain responsible for oversight and final judgement

How we use data in competitions (e.g. Cyber Quest):

Data we process includes:

- A teacher assigned or student created identifier or pseudonym
- Code written during the Quest challenges
- Survey responses about the Quest experience

Survey responses will be anonymised and will be deleted after survey responses are processed. This data is used solely to improve cybersecurity education, provide feedback about Kita's development and to improve the platform.

Participation in competitions such as the Cyber Quest is optional. Survey responses are anonymised, results are reported only in aggregate, and student work is not used for marketing or promotional purposes without explicit school consent.

Who we share information with

We share personal information only when necessary to provide our services:

Data Processors

- **Authentication Provider (Ireland):** User login and authentication
- **Hosting/Storage Provider (Ireland):** Secure data hosting and storage

All processors are bound by data processing agreements and appropriate safeguards.

International data transfers

Where necessary, we transfer personal information outside the UK with appropriate safeguards in place (EU Standard Contractual Clauses). Data may be processed in:

- European Economic Area (Ireland)
- United States (with SCCs)
- Singapore (with SCCs)

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using hello@getkita.com.

Keeping data safe

We use industry-standard security measures including:

- Encryption in transit and at rest
- Access controls and authentication
- Regular security monitoring and updates
- Role-based access logging

Kita follows industry-standard security practices aligned with ISO 27001 principles, including encryption, access control, logging, and least-privilege access.

How to complain

If you're not happy with how we're using your information, you can tell us. This section explains how to make a complaint. You can start by contacting us, and if you're still not happy, you can go to the Information Commissioner's Office (ICO) for help.

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's Address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline Number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>