

Chemistry Coach — Privacy Policy

Last updated: August 2026

This policy explains what personal information we collect when you use Chemistry Coach, why we collect it, who we share it with, how long we keep it, and what control you have over it. Please read it alongside our Terms & Conditions.

We have written it in plain English deliberately. Most of the people using Chemistry Coach are sixth-form students, and you have a right to understand what happens to your information without wading through legal language.

1. Who we are

Chemistry Coach is a trading name of Scidekick Ltd, a company registered in England and Wales (company number 15035394). Our registered address is 82 Park Avenue, Wrexham, North Wales.

Scidekick Ltd is the data controller for the information described in this policy. That means we decide what information is collected and what it is used for, and we are responsible for looking after it.

We are registered with the Information Commissioner's Office (ICO), the UK's data protection regulator.

For any question about this policy, or to exercise any of your rights, email rich@chemistrycoach.co.uk.

2. Who this service is for

Chemistry Coach is designed for students aged 16 and over who are studying A-Level Chemistry.

By creating an account you confirm that you are 16 or over. There is no under-16 version of the service. We do not currently verify age at signup, so we rely on what you tell us. If we become aware that an account belongs to someone under 16, we will close it and delete the data.

If you are a parent or carer and believe a child under 16 has created an account, contact us and we will remove it.

If you are under 18, we ask that a parent or carer knows you are using Chemistry Coach and agrees to you doing so. This matters both because the service involves an AI tutor and because a parent or carer may need to be involved if we ever have a concern about your wellbeing (see section 7).

3. What information we collect

a) Account information

When you register we collect:

- Your name
- Your email address
- A password, which is stored in encrypted form and which we cannot read

- The year you will sit your A-Level exams
- Your exam board
- The date and time you accepted these terms

Inside the platform you can also tell us your target grade and, if you are in Year 13, the AS grade you achieved. That is optional.

If you subscribe, payment is handled by Stripe. We receive confirmation that a payment succeeded and a record of your subscription status. We never see or store your card number.

b) Your conversations with Dexter

Dexter is the AI tutor inside Chemistry Coach. Everything you type to Dexter, and everything Dexter replies, is stored against your account. This is not incidental logging — it is how the service works. Dexter can only pick up where you left off last week because last week was written down.

Conversations are stored so that you can scroll back through them yourself, so that Dexter can remember what you have covered, and so that we can review the service for quality and safety.

c) Your learning record

As you use the platform we build up a record of your work, which includes:

- Flashcard progress — which decks you have studied and how you scored
- Practice, test and past-paper results, broken down by topic and by question
- Which topics you have told us you have covered in school
- Your revision priorities and focus list
- Short written summaries of your sessions, generated automatically at the end of each one
- Observations about your strengths, weaknesses and common misconceptions, generated from your work
- The dates you have used the platform, used to show your activity streak

Section 5 explains how these observations are made and how you can push back on them.

d) How you use the platform

We record which features you open and use — for example when you open a past paper, start a test or play a flashcard deck. This is used to improve the product, to spot features that are not working, and to understand how the platform is being used. It is not used to judge you.

If you give feedback using the thumbs up or thumbs down buttons on Dexter's answers, we record that alongside the answer so we can improve the teaching.

e) Live sessions

If you attend a live teaching session, we record that you attended, any questions you submit, and whether you later watch the recording. Live sessions are recorded and the recording is made available to other Chemistry Coach students. Your name is not shown to other students during a session unless you choose to submit a question.

f) Visitors to our website

You do not need an account to browse chemistrycoach.co.uk. If you use the chat assistant on the public website, or the interactive demo, we do not collect your name, email address or any contact details, and we do not know who you are.

The public chat assistant answers questions about the course and the product. It does not teach chemistry. Messages sent to it are processed to generate a reply, and a temporary anonymous identifier is stored in your browser so the daily message limit can be applied.

g) Technical information

Like any website, we and our providers automatically receive standard technical information when you use the platform — your IP address, browser type and device type. This is used for security, to keep the service running, and to understand which features are being used.

4. Why we are allowed to use your information

UK data protection law requires us to have a lawful basis for everything we do with your information. Ours are:

- **Contract** — almost everything described in section 3 exists to deliver the personalised tutoring service you signed up for. Without your conversations and your learning record, there is no product.
- **Legitimate interests** — keeping the platform secure, preventing misuse, understanding how features are used, and improving the teaching.
- **Vital interests and safeguarding** — where we identify a possible risk to your welfare or someone else's. See section 7.
- **Consent** — marketing emails about new features and offers. You can withdraw this at any time and it will not affect your access to the service.
- **Legal obligation** — keeping financial records for tax purposes, and responding to lawful requests.

5. The AI tutor, and how we build a picture of your learning

How Dexter works

Dexter is powered by A.I. When you send a message, the content of that message is sent to an A.I. model for a response, together with relevant context from your learning record — for example the topic you are working on, your target grade, and a short summary of recent sessions.

Dexter will always tell you it is an AI if you ask. It is not a human teacher and it is not Rich. Its answers are generated automatically and, although it is built around the exam board specification and twenty years of classroom teaching, it can still get things wrong. Cross-check anything important against your own notes, your textbook or your teacher.

Your conversations are not used to train the AI provider models. They stay inside Chemistry Coach.

Automated observations

Chemistry Coach automatically forms observations about your learning — for example that you are strong on a topic, or that a particular misconception keeps recurring in your answers. These observations shape what Dexter suggests you work on and what appears in your progress view.

This is automated, but it is not an automated decision with a legal or similarly significant effect. Nothing is decided about you — no grade is awarded, no access is restricted, nothing is shared with your school. It is a study aid making suggestions.

You can dismiss any observation you disagree with, directly in the app, and it will stop being used. You can also tell Dexter it has got something wrong and ask it to correct your record. If you would rather we did not build this picture at all, email us — but be aware that this removes most of what makes the service different from a general-purpose chatbot.

6. Safeguarding — please read this section

Your conversations with Dexter are monitored automatically for signs that you might be at risk.

Most of our students are under 18. Occasionally, a student talking to a tutor about chemistry says something that suggests they are struggling with something much bigger — self-harm, abuse, an eating disorder, or serious distress. We would rather know than not know.

So, in the background and without interrupting your conversation, messages are checked for signs of concern. If something is picked up:

- A record is created containing your name, the date and time, the category of concern, and the message itself
- Rich is notified by email
- Rich reads the conversation and decides what, if anything, to do

Richard Warburton is our Designated Safeguarding Lead and holds an enhanced DBS check. Safeguarding records are stored separately from your normal learning record, are visible only to the person responsible for responding to them, and are never used to shape your tutoring or your progress view.

Depending on what is disclosed, we may need to contact your parent or carer, your school, or an external agency such as social services or the police. Where it is safe and appropriate to do so, we will tell you first. Where a child is at risk of serious harm, we may have to act without your agreement — that is what safeguarding means, and we would rather be honest with you about it up front.

Chemistry Coach is not an emergency service and is not monitored around the clock. Alerts are reviewed by one person during normal waking hours. If you need help now, contact Samaritans on 116 123, Childline on 0800 1111, or the emergency services on 999. Dexter will always point you towards a real person rather than trying to handle a crisis itself.

The automatic check is a safety net, not a guarantee. It will sometimes flag innocent messages, and it will sometimes miss things.

7. Who we share your information with

We do not sell your information, we do not rent it, and we do not use it for advertising.

We use a small number of specialist providers to run the platform. Each one acts as a data processor on our behalf, under a contract that restricts what they can do with your information:

- **Anthropic** — generates Dexter's responses. Your messages are processed through their API.
- **Hostinger** — hosts the server that coordinates conversations between the platform and the AI.
- **Supabase** — our database, hosted in the EU. This is where your account, conversations and learning record are stored.
- **Netlify** — hosts the Chemistry Coach application itself.
- **Cloudinary** — hosts our PDF study materials and images.
- **Vimeo and YouTube** — host our explainer videos and live session broadcasts.
- **Stripe** — processes payments and holds your card details. We never see them.
- **Resend** — delivers automated emails, including your welcome, payment and cancellation emails, and safeguarding alerts to Rich. Configured to process in the EU.
- **MailerLite** — delivers our marketing and update emails, if you have opted in.
- **UQ Web Design** — builds and maintains the website, the signup form and the login system. They hold your name, email address and encrypted password, and pass your details to us when you register.

We may also share information where we are legally required to, or where it is necessary to protect someone's safety (see section 6).

Some of these providers are based outside the UK, principally in the United States. Where information leaves the UK, it is protected by the safeguards required under UK data protection law, such as International Data Transfer Agreements or the UK Extension to the EU-US Data Privacy Framework.

8. Learning from patterns across students

We look at patterns across all our students to improve the teaching — for example, if forty students all misunderstand the same part of electrode potentials, that tells us to build a better explanation of it.

This work is done on anonymised, aggregated information only. Individual students are not identifiable in it, and conversations flagged for safeguarding are excluded from it entirely.

9. How long we keep your information

- **Your account and learning record** — for as long as your account is active, and for 12 months after you cancel or stop using the service. Many students return for a second year, and this means their history is still there when they do. After 12 months it is permanently deleted.
- **Conversations** — as above, deleted with your account record.
- **Safeguarding records** — kept separately for up to three years from the date of the concern, or longer where an ongoing matter requires it. These are not deleted when you close your account, because we may need to account for how we responded.
- **Payment and invoice records** — seven years, as required by HMRC.
- **Marketing contacts** — until you unsubscribe.

If you close your account but do not ask us to delete it, we keep your data so that you can come back to it, and delete it 12 months after your last activity.

10. Your rights

Under UK GDPR you have the right to:

- See a copy of the personal information we hold about you
- Have inaccurate information corrected
- Have your information deleted — the "right to be forgotten"
- Restrict how we use your information
- Object to processing we carry out on the basis of legitimate interests
- Receive a copy of your information in a portable format
- Withdraw consent for marketing at any time

To exercise any of these, email rich@chemistrycoach.co.uk. We will respond within one month and there is no charge. We may ask you to confirm your identity first, so that we do not hand your information to someone else.

There are two limits worth being upfront about. We cannot delete safeguarding records on request, and we cannot delete financial records we are legally required to keep. Everything else goes.

If you are unhappy with how we have handled your information, please tell us first — we would rather fix it. You also have the right to complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.

11. Reporting a problem

If Dexter says something that worries you, if you see content on the platform that should not be there, or if another user behaves inappropriately in a live session, you can report it using the thumbs down or feedback button inside the app, or by emailing us directly. We read every report.

12. Cookies and browser storage

We use essential cookies and browser storage to keep you logged in, remember your place in the app, and hold your session together. These are necessary for the service to work.

The chat assistant on our public website stores a small anonymous identifier in your browser so that its daily message limit can be applied.

Our payment provider, Stripe, sets cookies to secure card payments and prevent fraud. Cloudflare, which protects the website, sets cookies for security and performance.

We do not use advertising cookies and we do not track you across other websites.

13. How we protect your information

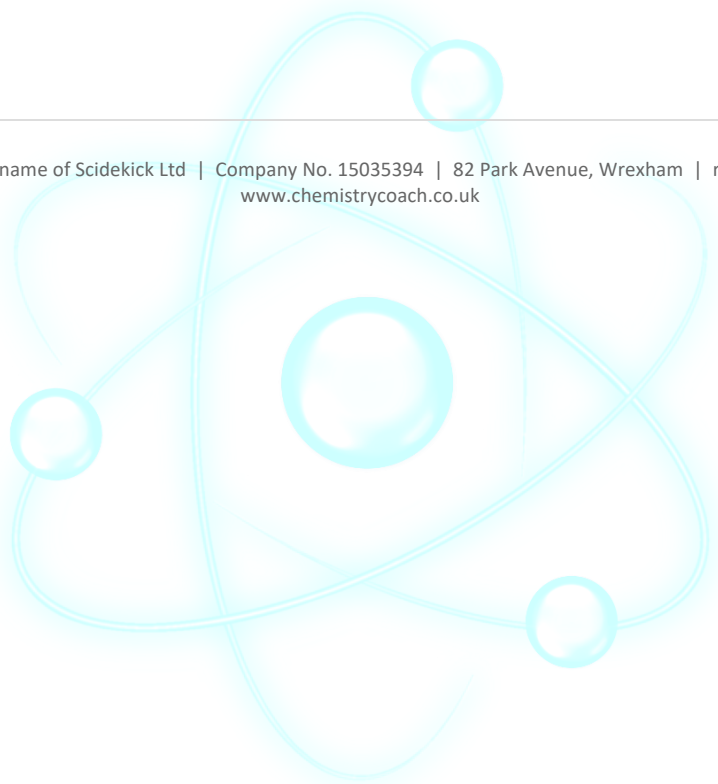
Your information is held in an EU-hosted database with access controls that mean one student's record cannot be reached from another student's account. Connections are encrypted. Passwords are stored in encrypted form and cannot be read by us. Access to the administrative view is limited to Rich.

No system is perfectly secure, and we cannot guarantee that information sent over the internet is completely safe. If a breach occurs that puts your rights at risk, we will tell you and the ICO as the law requires.

14. Changes to this policy

We may update this policy as the platform develops. The version number and date at the top will change. If we make a significant change — particularly one affecting what we collect or who we share it with — we will email you about it.

Chemistry Coach is a trading name of Scidekick Ltd | Company No. 15035394 | 82 Park Avenue, Wrexham | rich@chemistrycoach.co.uk | www.chemistrycoach.co.uk



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