ADMICITY LTD

Privacy Policy

Last updated: 16 October 2026

1. Who we are

Admicity Ltd ("Admicity", "we", "us") makes administration software for schools and other organisations. We are registered in England and Wales under company number 15190132. Our address is The Tower, Ray Mead Road, Maidenhead SL6 8NJ.

This policy covers:

- **admicity.co.uk:** Admicity for schools that use SIMS, which connects to the school's SIMS management information system.
- **admicity.net:** Admicity for schools that use other management information systems, such as Arbor. It connects to the school's management information system.
- **admicity.cloud:** Admicity for schools, clubs and other organisations that keep their records in Admicity itself.
- Our websites, www.admicity.co.uk and admicity.cloud, and Felicity, our AI help assistant.

It explains what personal data we handle, why, who we share it with, how long we keep it and what your rights are. You can contact our Data Protection Officer at security@admicity.co.uk or on 01628 636363.

2. Our two roles

Most of the personal data in Admicity belongs to the schools and organisations that use it (our "customers"). For that data, the customer is the **controller**. It decides what is held and why, and it is responsible for telling pupils, parents and staff how their data is used, usually through its own privacy notice. We are its **processor**. We handle the data only on the customer's instructions, under our contract with them, and never for purposes of our own.

If you are a pupil, parent or member of staff and want to know what your school or organisation holds about you, or want to use your data protection rights, please contact them first. If you contact us, we will pass your request to them and help them respond.

We are the **controller** for a smaller set of data that we use for our own purposes: our websites, enquiries and demonstrations, our newsletter, our relationship with customers (including billing and support), Felicity, and keeping our services secure. Section 5 covers this data.

3. Data we process for our customers

What the service holds depends on the product and on what each customer chooses to use. It can include data about:

- pupils, club members, applicants and former pupils;
- parents, carers and other contacts, including emergency contacts and people with parental responsibility;
- staff and job applicants, their next of kin and referees;
- other people named in records, such as GPs, suppliers and people who contact the organisation.

The types of data are:

- **Identity and contact details:** names, dates of birth, gender, addresses, email addresses, phone numbers, photographs and unique pupil numbers.
- **Education records:** year, registration and house groups, admissions and application details, attendance, and leaving dates and reasons.
- **Health and care:** medical conditions, medical events and notes, GP details, medicines held at school and doses given, dietary needs, special educational needs (SEN) and education, health and care plan (EHCP) details, and disability.
- **Background:** ethnicity, religion, first language, nationality and country of birth, and passport, visa or asylum details where the customer records them.
- **Welfare:** indicators such as looked after, adopted, child in need, child protection plan, young carer or service child, and court orders that affect contact with a child.
- **Free school meals:** eligibility and, for applications, a parent's name, date of birth and National Insurance number.
- **Staff and recruitment:** contracts and working patterns, absences including sickness and fit notes, training certificates, National Insurance numbers, bank details, vehicle registrations and next of kin; and for job applications, employment history, qualifications, referees, right to work and DBS certificate details.
- **Forms, consents and documents:** answers to forms (including signatures), consents such as for trips and photographs, and files uploaded by the customer, parents or staff.
- **Payments:** amounts, invoices and payment status, and suppliers' bank details where a customer records them. Card details are taken by Stripe or Worldpay and are never stored by us.
- **Accounts and activity:** login details (passwords are stored only in a form that cannot be read back), roles, sign-in times, and audit logs of who changed what and when, including IP addresses.

Health, SEN, disability, ethnicity and religion are special category data under UK data protection law, and some records, such as an attendance code for criminal justice detention, can relate to criminal offences. The customer decides the lawful basis for holding this data. We protect it as described in section 9.

This data comes from the customer's staff, from its management information system (such as SIMS or Arbor), and from parents, pupils and staff who complete forms or update their own details. Changes made in Admicity can be written back to the customer's management information system.

4. Children

Because Admicity is used by schools, it holds a lot of information about children. A school or organisation can give pupils their own login, for example to complete forms. For younger children, a parent usually holds the account. Pupils who are signed in can also use Felicity (section 6).

We never use children's data for marketing or profiling, and we never sell it. Our websites are not aimed at children.

5. Data we use for our own purposes

For the data in this section, we are the controller.

Purpose	Data	Lawful basis
Running and securing our websites	IP address, browser and device details, pages visited and security logs	Legitimate interests in running a secure website

Purpose	Data	Lawful basis
Counting visits to our websites anonymously, with Google Analytics and no cookies	Pages visited, where you came from, device and browser type, approximate location (town or region), and a random ID that changes on every page load	Legitimate interests in improving our websites. You can switch this off at any time under "Anonymous statistics" in our cookie settings.
Measuring how our websites are used in more detail, with Google Analytics cookies	Pages visited, events and device details	Consent, given through our cookie banner
Sending our newsletter, through Beehiiv	Email address and preferences	Consent
Answering enquiries and booking demonstrations, by email, by phone or through our Jotform booking form	The details you give us, such as your name, school, contact details and message	Legitimate interests, and steps you ask us to take before a contract
Setting up and running customer accounts, billing and support	Names, job titles and contact details of customer staff, invoices and payment records, and support requests	Performance of our contract with the customer; legitimate interests for the individual staff we deal with; legal obligation for accounting records
Answering questions through Felicity	What you type or say, your account type (for example Parent or Staff) and general details of your organisation's setup	Legitimate interests in helping people use Admicity
Keeping our services secure and investigating problems	Sign-in records, audit logs and IP addresses	Legitimate interests in protecting our customers and our services; legal obligation to keep personal data secure
Meeting our legal obligations and handling legal claims	Whatever is relevant to the obligation or claim	Legal obligation; legitimate interests

We do not sell personal data. We do not use our customers' data to train AI models.

6. Felicity and other AI features

Felicity, our help assistant, answers questions about using Admicity. What you type, or say if you use voice, is sent to our AI provider to produce an answer, together with your account type and general details of your organisation's setup, such as its name and the names of its lists. Felicity does not look up records about pupils, parents or staff, so please do not type other people's personal details into it.

If Felicity cannot help, it can email your question, with your name and email address, to your organisation's administrators or, for a fault in the software, to our support team.

In admicity.net and admicity.cloud, an AI designer helps staff build forms and processes. It sends the request and the organisation's form and list settings, such as field labels, to our AI provider. It does not send records about individuals.

Neither feature makes decisions about people. We do not make decisions with legal or similarly significant effects by automated means.

We do not keep Felicity conversations. A text chat stays in your browser, and a voice session ends when you close it. AI designer sessions can be saved so that they can be picked up later.

7. Who we share data with

We use the service providers below to run Admicity. Where they act as our processors, they handle the data only on our instructions, under contracts that require them to protect it.

Provider	What they do	Used in
Amazon Web Services	Hosting, databases, file storage and email delivery	admicity.co.uk and www.admicity.co.uk; email for all products
Google Cloud	Hosting, databases and file storage	admicity.net, admicity.cloud and Felicity
Stripe	Card payments and, where a customer connects one, bank account feeds	All products
Worldpay	Payment links	admicity.net
Intuit QuickBooks	Keeping a customer's accounts in step with its invoices, including the names and email addresses of the people invoiced	admicity.net and admicity.cloud
Yapily	Open banking payments, where a customer turns them on	admicity.net and admicity.cloud
Ideal Postcodes and Homedata	Address lookup. Only the postcode is sent.	Ideal Postcodes in admicity.co.uk and admicity.net; Homedata in admicity.cloud
Anthropic	AI for Felicity and the AI designer	All products
Google (Gemini)	AI, where used instead of Anthropic	admicity.cloud
LiveKit, Speechmatics, ElevenLabs and Synthesia	Felicity's voice and video avatar: the live connection, speech recognition, speech and avatar video	admicity.co.uk
8x8 (Jitsi Meet)	Video meetings started from Admicity	admicity.net and admicity.cloud
Jotform	Support request and demonstration booking forms	admicity.co.uk and www.admicity.co.uk
Calendly	Appointment booking in forms	admicity.co.uk
Beehiiv	Newsletter	www.admicity.co.uk
Google Analytics and Google Fonts	Website measurement (anonymous statistics without cookies, and measurement with cookies only with your consent) and website fonts	Our websites

We also share personal data, where needed, with:

- the customer's own management information system (such as SIMS or Arbor), exchanging data on the customer's instructions;
- our staff and contractors who build and support Admicity, who are bound by confidentiality and access customer data only where needed to support a customer, fix a problem or keep the service secure;
- professional advisers such as lawyers, auditors and insurers;
- the police, courts, regulators or other authorities, where the law requires it;

- a buyer or successor, if our business or part of it is sold or merged, under the same protections.

8. Where data is held and transfers abroad

Our own systems are hosted in the UK (London) and, for some customers, in Ireland. Some of the providers in section 7 are based in the United States or may process data there, including Anthropic, Stripe, Intuit, Google, Jotform, Calendly, Beehiiv, LiveKit, ElevenLabs and 8x8. Where personal data leaves the UK, we rely on UK adequacy regulations (which cover the European Economic Area), the UK Extension to the EU-US Data Privacy Framework where the provider is certified, or the UK International Data Transfer Agreement or UK Addendum to the EU Standard Contractual Clauses.

9. How we protect data

- Data is encrypted in transit and at rest.
- Each user sees only what their role allows, and the customer controls who has which role.
- Our staff and contractors can access customer data only where needed to support a customer, fix a problem or keep the service secure.
- Changes to records are written to audit logs.
- Changes to our code are scanned automatically for security problems.
- If a personal data breach affects a customer's data, we tell the customer without undue delay. Where we are the controller, we report breaches to the Information Commissioner's Office within 72 hours where the law requires it, and tell the people affected where there is a high risk to them.

10. How long we keep data

- **Customer data:** for as long as the customer's contract runs, unless the customer deletes it or asks us to delete it sooner. When the contract ends, we delete or return the customer's data as the contract requires.
- **Backups:** copies of our live systems are kept for no more than 24 months, then deleted.
- **Audit logs:** up to 12 months in admicity.co.uk, and for as long as the customer's data is kept in admicity.net and admicity.cloud.
- **Enquiries and demonstration requests:** up to 24 months after our last contact, unless you become a customer.
- **Newsletter:** until you unsubscribe. After that we may keep your email address on a suppression list so that we do not email you again.
- **Google Analytics:** no more than 14 months.
- **Your cookie choice:** 180 days.
- **Billing and accounting records:** six years after the end of the financial year they relate to, as UK law requires.
- **Felicity:** we do not keep conversations (see section 6).

11. Cookies and similar technologies

Our websites set a cookie to remember your cookie choice. We count visits anonymously with Google Analytics without setting cookies on your device. Each page load gets a new random ID, so we cannot link your visits together. We use this only to see which pages are used and improve them. Google processes it only on our behalf and does not use it for advertising. You can switch it off at any time under "Anonymous statistics" in our cookie settings. Google Analytics cookies are set only if you accept performance cookies,

and the Beehiiv sign-up form loads only if you accept functional cookies. Our websites also load fonts from Google Fonts, which receives your IP address and browser details.

Our products use cookies and browser storage only to sign you in, keep you signed in, remember a trusted device after multi-factor authentication, and save work in progress such as form drafts. Payment, booking and video tools from Stripe, Calendly and Jitsi may set their own cookies when you use them.

Our Cookie Policy at www.admicity.co.uk/cookies has more detail.

12. Your rights

Under UK data protection law you have the right to:

- ask for a copy of your personal data;
- have inaccurate data corrected;
- have your data deleted, in some circumstances;
- restrict how your data is used, in some circumstances;
- object to how your data is used, and at any time to direct marketing;
- receive your data in a portable format, in some circumstances;
- withdraw your consent at any time, where we rely on it.

For data we hold for a school or organisation, please contact them first (see section 2). For anything else, contact our Data Protection Officer at security@admicity.co.uk. We normally respond within one month, and there is usually no charge.

13. Complaints

If you are unhappy with how we have handled your data, please contact our Data Protection Officer first. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113.

14. Changes to this policy

We review this policy at least once a year and whenever our use of personal data changes. The latest version is always on our websites, and we will tell customers about significant changes.

15. Contact us

Data Protection Officer, Admicity Ltd, The Tower, Ray Mead Road, Maidenhead SL6 8NJ
Email: security@admicity.co.uk
Phone: 01628 636363

For help with using Admicity, contact support@admicity.co.uk, or support@admicity.cloud for admicity.cloud.