

Spelling.Live data protection summary for schools

Last reviewed 14 October 2026. Published by AK Shah Ltd. The current version is always at spelling.live/for-schools/trust.

Spelling.Live holds a pupil's first name and their spelling practice, stores it in Ireland, keeps nothing a pupil types freely, and deletes a class on the school's instruction. This page is the short version for a school's data protection lead; the full DPIA, Record of Processing and Children's Code self-assessment can be downloaded from spelling.live/for-schools/trust, the data processing agreement included.

Who we are and who is responsible for what

Spelling.Live is operated by **AK Shah Ltd**, a company registered in England and Wales (company number 17491910), registered office 9 Cobham Avenue, New Malden, KT3 6EP. We are registered with the Information Commissioner's Office, reference **ZC266285**. The service is built for children aged 5 to 11 and follows the ICO's Age Appropriate Design Code.

For a school pilot the **school is the data controller** of its pupils' data and **AK Shah Ltd is the processor**: we process pupil data only on the school's instructions, to deliver spelling practice and reporting to the school's teachers. The school's existing privacy notice to parents should cover online learning tools; we can supply a paragraph for it. Where a parent later creates their own Spelling.Live account for the same child at home, we are the controller for that account, under our published [privacy policy](#).

What we hold about a pupil

We hold	Why	We never hold
First name (surname optional), school year, which English the school teaches	To show the right words and name the child on screen	Date of birth, address, pupil number (UPN), SEN status, attendance, photos of the child, contact details
A login username and the password printed on their label	So a pupil can sign in with a QR code or by typing, and the label can be reprinted	A pupil email address: pupils never have one
Spelling practice: words attempted, right or wrong, what they typed or wrote, hints used, scores	To mark, to schedule revision and to report to the teacher	Anything a pupil types freely: there is no chat, no messaging and no free-text box for children
The spelling rules a pupil finds hard, worked out from their own mistakes	The curriculum report and the AI coach's tips	Any judgement about ability beyond spelling
The pupil's handwriting from the Write it pad and photos of marked paper tests, for the most recent 100 attempts	So the teacher can see what the child actually wrote	Voice recordings: spoken spelling is transcribed and the audio discarded

We hold	Why	We never hold
Where the class was imported from a roster: the pupil's Google Classroom or Wonde ID	So a repeat import never creates the same child twice	Grades, coursework or anything else from Classroom or the MIS
Teacher: name and school email	The teacher's own account	

Parents are not contacted by Spelling.Live during a school pilot unless the school asks for parent reports.

Where it is stored and who else processes it

Everything we keep about a pupil is stored in the European Union (Ireland), on Supabase. Our web hosting (Vercel) is set to Frankfurt; as with any website, an individual request may be handled at the server nearest the user, but nothing is stored outside the EU. We choose the EU option wherever a provider offers one.

AI features send small pieces of data to be processed and returned, not stored. None of these providers trains its models on what we send, and we hold a data processing agreement with each.

Provider	What it receives	Where
Supabase	All stored data: accounts, practice, handwriting	EU (Ireland)
Vercel	Hosting, server logs, IP addresses	EU (Frankfurt), worldwide delivery network
OpenAI	Target words and the pupil's age band, to write sentences and hints and to draw a word's picture hint; handwriting and paper-test images, to read them (at every reading level, and the only reader at the forgiving level); spoken spelling, to transcribe it. No names	USA
Google Cloud	Words and sentences for British-English audio; the image of a word drawn on the Write it pad, to read it at the standard and strict levels, with no name and without being told the expected word	USA
Anthropic	Feedback a teacher or parent types into the feedback form	USA
PostHog	Anonymous usage statistics: event counts with no names, no practice words and no typed text	EU

Transfers to the USA are covered by each provider's data processing agreement with Standard Contractual Clauses. The current list, what each provider receives and our review log are published at spelling.live/ai-transparency.

How long we keep it, and how the school gets it back or deleted

- **During the pilot:** practice data is kept so the teacher's reports work. Handwriting and paper-test images are capped at the most recent 100 attempts per pupil; older ones are deleted automatically. Spoken spelling is never stored.

- **Operational logs:** AI usage logs up to 14 months, email logs 12 months, server logs per the hosting provider's standard window.
- **At the end of the pilot:** the school chooses. Either the classes continue, or the school asks us to delete them and we erase every pupil's profile, practice, handwriting and login within 30 days, with residual copies in encrypted backups rolling off within a further 30 days. We confirm in writing.
- **A single pupil:** the teacher can remove a pupil from the class dashboard at any time, and a parent who asks the school for their child's data to be deleted can be met the same day.
- **Export:** the school can have a copy of a class's data in machine-readable form (JSON) on request, to answer a subject access request or to move elsewhere.
- **Nothing is sold or shared** for marketing, and we do not use pupil data to train AI models.

Security and safeguarding, in plain words

- **Pupils cannot reach each other.** A pupil's login shows only their own practice. There is no chat, no messaging, no friend list and no public profile.
- **Only the pupil's own teacher sees their data.** Access is enforced at the database row level: a teacher sees the classes they own or have been given, and nothing else. Our staff reach pupil data only to support the school, and that is logged.
- **Children never type freely.** The only inputs a child has are a spelling answer, a tap on an option, their handwriting and their voice. Nothing they produce is shown to another child.
- **AI content is guarded.** Every sentence, hint and clue a child sees is generated under a child-safety instruction and moderated; anything a teacher or child reports is reviewed by a person.
- **Printed logins are low-risk by design.** A pupil's login gives access to spelling practice and nothing else, which is why it is safe to print on a label and stick in a book. The teacher can reset any login in one tap.
- **Encrypted in transit and at rest,** with daily encrypted backups; private storage for images; secrets held server-side only.
- **Breaches:** we assess any incident immediately, notify the school within 48 hours, and report to the ICO within 72 hours where required. Our breach plan and processor contacts are in the Record of Processing document.
- **No advertising, no tracking for marketing,** and analytics are anonymous.

The documents

Document	What it is
Data processing agreement for schools	Our processor terms under UK GDPR Article 28, in the pack as PDF and Word. The school signs its column and returns it; we countersign within one working day
Data Protection Impact Assessment	Spelling.Live's own assessment of the risks to pupils and parents, and how each is mitigated. Published to support your school's own DPIA, not to replace it
Record of Processing Activities and breach-response plan	UK GDPR Article 30 record, plus how we handle an incident

Document	What it is
Children's Code self-assessment	Our position against each of the ICO's 15 standards
AI providers and your data	Public page: every AI provider, what it receives, no-training confirmation
Privacy policy and terms	Public: spelling.live/privacy , spelling.live/terms

Contact for data protection questions: support@spelling.live, or Manoj Shah, Founder, 07961 812089.

Spelling.Live is operated by AK Shah Ltd (company number 17491910, England and Wales; ICO registration ZC266285).
 Rendered 2026-10-14 from the maintained source; the current version is always at <https://spelling.live/for-schools/trust>.