

Privacy Policy

Effective date: 3 April 2026

Governing law: Kenya

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How we collect, use, protect, and share personal information.

1. Overview

This Privacy Policy explains how The Alkebula School collects, uses, stores, shares, and protects Personal Data when you enquire, register, use our Platform, book services, apply as a Tutor, visit our website, or communicate with us.

By requesting or using our services, you acknowledge that we may process Personal Data as described in this Policy.

We aim to collect only information that is relevant and necessary for providing our education services, maintaining trust and safety, complying with law, and improving the Platform.

2. Who This Policy Applies To

This Policy applies to Students, Parents, Guardians, Clients, Tutors, prospective Tutors, job applicants, website visitors, and any other person who communicates with or uses The Alkebula School.

Where a Parent or Guardian provides information about a minor, the Parent or Guardian confirms that they have authority to provide that information and to make decisions relating to the minor's use of the Services.

3. Information We Collect from Parents and Students

When we receive an enquiry or booking, we may collect the Parent's or Client's name, contact details, gender where relevant, address or location, preferred curriculum, reason for seeking tuition, booking details, payment records, and communication history.

For Students, we may collect name, school attended, age, date of birth, academic profile, curriculum, subjects, learning goals, performance information, special learning considerations supplied by the Parent or Student, and information needed to match the Student with a suitable Tutor.

We may ask how you heard about us to thank referrers and improve advertising efficiency.

4. Information We Collect from Tutors and Prospective Tutors

When Tutors apply or register, we may collect name, gender, address or location, city and country, contact details, email address, photograph, age, CV, certificates, academic history, employment history, schools attended, university education, degree courses, teaching experience, curriculum expertise, references, interests, professional memberships, teacher registration information, LinkedIn profile where provided, availability, rates, and bank or payment details.

We may also collect safeguarding and suitability information, including criminal clearance certificates or local equivalents, reference information, identification, interview notes, and information relevant to teaching young people or vulnerable learners.

Public Tutor profiles may include a photograph, first name or display name, subjects, curriculum experience, professional biography, qualifications, teaching style, and other approved profile information. We do not publish private contact details on public profiles.

5. Information from Website Visitors

We may collect standard internet log information, device information, browser information, approximate location information, pages visited, referral sources, and visitor behaviour patterns.

We may use cookies and analytics tools such as Google Analytics or similar services to understand website usage, improve performance, measure campaigns, and compile statistical reports.

We do not intentionally use website analytics to identify individual visitors unless a visitor provides personal information through a form, account, booking, or direct communication.

6. How We Use Personal Data

We use Personal Data to respond to enquiries, create and manage accounts, match Students with Tutors, administer bookings, process payments, provide academic support, manage Tutor applications, conduct interviews and checks, handle complaints, provide support, improve the Platform, prevent fraud, maintain safeguarding standards, send service updates, comply with legal obligations, and recover debts where necessary.

We may use anonymised or aggregated data for internal analysis, service development, trend identification, planning, reporting, and marketing insights.

We may send newsletters or educational updates to registered clients or people who opted in, and we will provide an option to opt out where required.

7. Legal Basis for Processing

Depending on the circumstances, we may process Personal Data because it is necessary for a contract, because we have legitimate interests in providing and improving educational services, because we have legal obligations, because processing is needed to protect users, or because you have given consent.

Where we rely on legitimate interests, we aim to balance our interests with your rights, freedoms, and reasonable expectations.

Where consent is required, you may withdraw consent at any time, although this may affect our ability to provide certain services.

8. Sharing Personal Data

We may share limited Personal Data with Tutors, Students, Parents, payment providers, technology providers, cloud hosting providers, analytics providers, email providers, professional advisers, regulators, law enforcement, and other parties where lawful and necessary.

We share information on a need-to-know basis. For example, a Tutor may receive information needed to assess suitability for a Student, and a Parent may receive Tutor profile information needed to make an informed choice.

We do not sell Personal Data to third parties.

9. International Transfers

Because we operate online and may use international technology providers, Personal Data may be transferred to, accessed from, or stored in countries outside Kenya.

Where we transfer data internationally, we take reasonable steps to ensure that Personal Data remains protected in accordance with this Policy and applicable law.

10. Data Security

We use reasonable technical and organisational measures to protect Personal Data, including access controls, password authentication, restricted staff access, secure hosted infrastructure, encryption where appropriate, anti-malware tools, firewalls, and confidentiality obligations.

No method of transmission over the internet is completely secure. We cannot guarantee absolute security while data is being transmitted by email, web forms, phone, messaging, or other communication methods.

11. Data Retention

We retain Personal Data for as long as reasonably necessary to provide services, manage accounts, resolve disputes, comply with law, keep business records, maintain safeguarding records, enforce agreements, and protect our legitimate interests.

Unsuccessful Tutor or job applicant information may be retained for a reasonable period for recruitment, safeguarding, legal, and record-keeping purposes.

Billing, tax, transaction, safeguarding, legal, and dispute-related records may be retained even where a user asks us to delete other Personal Data, where retention is required or justified by law or legitimate interest.

12. Your Rights

Subject to applicable law, you may request access to Personal Data we hold about you, correction of inaccurate data, deletion of data, restriction of processing, objection to processing, portability of certain data, and information about automated decision-making where applicable.

To make a request, contact info@alkebulaschool.com. We may ask for proof of identity before responding.

We aim to respond within applicable legal timelines, including the 30-day period referenced under Kenyan data protection practice where applicable.

13. Automated Matching and Profiling

We may use simple matching tools or filters to help connect Students with Tutors based on subjects, curriculum, availability, level, location, experience, or stated preferences.

Automated matching is intended to support service delivery and does not remove the need for human review, user discretion, and suitability assessment.

14. Children's Data

We process children's information only where supplied by a Parent, Guardian, responsible adult, school, authorised representative, or where otherwise lawful.

Parents and Guardians should ensure that information supplied about a child is accurate, relevant, and necessary for educational support.

15. Marketing, Remarketing, and Social Media

We may use email, newsletters, social media, remarketing, or advertising tools to communicate educational updates, courses, programmes, or relevant services.

Where required, we will ask for consent or provide an opt-out. We do not sell your information to advertisers.

Our official social media pages include Facebook and LinkedIn links published on our website.

16. Data Breaches

We maintain procedures intended to reduce the risk of data breaches.

If a breach is likely to result in a high risk to the rights and freedoms of affected individuals, we will take appropriate steps, which may include notifying affected persons and/or relevant authorities where required by law.

17. External Links

Our website may link to third-party websites, tools, payment providers, classroom platforms, or social media pages. We are not responsible for the privacy practices, content, or security of those third parties.

Users should read the privacy notices of third-party websites and service providers they use.

18. Contact and Complaints

Questions, access requests, privacy concerns, or complaints may be sent to info@alkebulaschool.com.

You may also contact us by phone or WhatsApp on +254 728 866 097.

If you are dissatisfied with how we handle your Personal Data, you may have the right to complain to the relevant data protection authority.

Contact: info@alkebulaschool.com | Accounts: accounts@alkebulaschool.com | WhatsApp/Call: +254 728 866 097
Facebook: <https://www.facebook.com/AlkebulaSchool/> | LinkedIn: <https://www.linkedin.com/company/alkebulaschool>