Last updated: 23 October 2026

Privacy Policy

1. Introduction

We take your privacy and your trust in us very seriously.

This privacy policy tells you what happens with your information when you use www.thankateacher.co.uk ('website'). Children may use this website to send thank-you messages. We encourage children not to include any unnecessary personal information in their messages. Parents, carers or schools can contact us if they have any concerns about personal information submitted by a child.

If there is anything in this privacy policy that you don't understand, it's a good idea to ask a parent, carer, or teacher to read it with you. You can also contact us to at: info@teachingawardstrust.com

When we say 'we' or 'us' we mean the Teaching Award Trust, who runs this website. This makes us a 'Data Controller'. That means we decide why and how your information is used, and it's our job to look after it properly.

2. What Personal Information do we collect

'Personal Information' means information that you either directly or indirectly share with us that can be used to identify you or another individual, or that we can reasonably associate with you or another individual.

When sending a card, you may be asked to provide some of the following information:

- their first name (or send anonymously);
- email address;
- recipient's name;
- recipient's school;
- personal message; and
- recipient's email address (if sending directly)

The Personal Information we collect about you depends on the particular activities you carry out through our website.

Here is what we might collect:

- Personal Information you share directly with us, such as when you contact us, including via email, send us feedback, register an account with us, use the services via our website, complete a customer survey or participate in competitions via our website. On these occasions We may collect your name and contact information, like your email or phone number.
- Personal Information we collect automatically when you access our website, such as your browsing activity while on our website, and technical details about the device you use, like the type of browser and your cookies, which are small files stored on your device – see below for more information on cookies).

When we collect your Personal Information we do so:

- to provide you with our service
- to make sure we comply with the law
- because there is a reason for us to do so and it does not affect you unfairly
- because you told us that we can. If you give us your consent, you can change your mind at any time – just let us know at: info@teachingawardstrust.com

Sending a Thank You message:

Messages sent through the website should not contain sensitive personal information or information about other people that is not necessary for the purpose of expressing thanks.

We may review messages before they are sent to check that they are appropriate and do not contain inappropriate, offensive or unlawful content. We may remove or prevent the sending of any message that does not meet these requirements.

3. How we use your Personal Information

Depending on how you interact with the website, we use your Personal Information to:

- Respond to your message to us
- Provide services to you
- Improve the website and our services
- Help keep the website working, safe and secure
- Share promotional messages and other information about our services, events or products with you
- Review messages to ensure they comply with our requirements

4. How we use information about other people

Where you provide us with Personal Information relating to another person, for example when sending an e-card, we use that information only for the purposes necessary to provide the e-card and related services.

For example, where you provide the name or email address of a person you wish to thank, we may use those details to deliver the e-card to them and, where appropriate, to provide communications directly related to the e-card or the service.

5. Sharing your Personal Information

Sometimes we may share your Personal Information, such as your name, with the recipient of your message. For example, if you choose to send a message to your school or teacher, you ma choose to include your name so that they know who the message is from. You do not have to provide your name if you would prefer to send your message anonymously.

We may sometimes also share your Personal Information with companies that help us run the website, or if the law requires us to share it with the police or regulators.

We never sell your Personal Information.

6. Cookies

Cookies are small files that a website can put on your device, such as your phone or computer. They help our website remember your visit and your activities on our website, for example whether you created an account or used our services.

When you visit our website, you can choose which cookies you are happy with, and you can change your mind later in your browsing settings. Some cookies are needed to make the website work, so we can't turn those off. For more information on cookies please visit www.allaboutcookies.org

7. How long do we keep your Personal Information

We only keep your Personal Information for as long as we actually need it, or for as long as the law tells us to.

The length of time we keep your Personal Information will depend on what the information is and why we collected it. We regularly review the Personal Information we hold and will securely delete or anonymise it when it is no longer needed.

Where we are not able to specify a fixed retention period, we will determine how long to keep the information by considering the purpose for which it was collected, whether we have an ongoing need to retain it, and any legal or regulatory requirements that apply.

Some information may need to be kept for longer where this is necessary to comply with a legal obligation or to establish, exercise or defend legal claims.

8. Your rights

Your Personal Information belongs to you, meaning that you have rights including the right to:

- Ask us what Personal Information we have of you
- Ask us to correct anything that is wrong
- Ask us to delete it
- Ask us to stop or limit how we us it
- Ask for a copy of it
- Tell us you wish to not receive any communication from us
- Take back any consent you previously gave us

If you're not sure how to ask us for this, please ask a parent, carer or teacher to help you contact us.

If you are not happy with how we have used your Personal Information you can also complain to the organisation in the UK that checks that companies look after your Personal Information - the Information Commissioner's Office (ICO). You can find more information on how to do this on their website: www.ico.org.uk

9. Changes to this Privacy Policy

We may from time to time update this policy. Any changes will be posted on this page with the date of when the change was made.

10. How to contact us

If you have any questions, or you want to use any of your rights, you can contact us:

info@teachingawardstrust.com