



Privacy Policy

Dare Education

Last updated: 4 September 2026

At Dare Education, I take your privacy seriously. I understand that families may share personal and sometimes sensitive information with me when making important decisions about a student's education.

This Privacy Policy explains what information I collect, how I use it, who I may share it with, and your rights in relation to your information.

Dare Education is a sole trader business operated by Carmen Dare. I am the data controller for the personal information I hold and process in connection with Dare Education.

I follow the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable data protection law.

1. What information I collect

The information I collect depends on the service you are using and what you choose to share with me.

Information about you

- Your name
- Email address and telephone number
- Address, where needed
- Information about your family or educational circumstances
- Information relating to services you enquire about or purchase
- Communications between us
- Payment and invoicing information

Information about a student

Where relevant to the service I am providing, this may include:

- Name and age
- School or college
- Year group
- GCSE, A-level, IB or other examination results
- Predicted grades
- Subject choices
- Educational history, including attendance information where relevant
- University or course interests



- School reports, transcripts and other educational documents
- Educational goals and circumstances
- Notes from consultations
- Other information relevant to the advice I am providing

I will only ask for information that is relevant and reasonably necessary for the service I am providing.

Health and personal circumstances

Families may sometimes choose to tell me about a student's health, wellbeing, learning needs, disability or other personal circumstances because they believe it is relevant to educational planning.

I will treat this information confidentially and only use it where it is relevant to the advice I am providing and where I have a lawful basis to do so.

You do not generally have to provide this information. However, if it is relevant to the advice you are seeking, not providing it may affect my ability to give fully informed advice.

2. How I collect information

I may receive information:

- Directly from you
- From a student
- During consultations or meetings
- By email
- By telephone
- Through WhatsApp, text messages or other mobile communication services
- Through my website or enquiry forms
- Through documents you choose to send me
- From a school, college, university or other professional where you have asked me to liaise with them or provided permission for them to share information

3. How I use your information

I use personal information to:

- Respond to enquiries
- Arrange and provide consultations and advisory services
- Understand a student's educational circumstances and goals
- Prepare for consultations
- Provide personalised educational advice and planning
- Communicate with you about the services I am providing
- Liaise with schools, colleges, universities or other professionals where you have asked me to do so
- Arrange online meetings
- Process payments and invoices
- Keep appropriate professional records
- Deal with questions, complaints or legal matters



- Meet my legal and accounting responsibilities
- Send you relevant information about Dare Education where I am legally permitted to do so

I will not use information about a student for unrelated purposes or sell personal information to third parties.

Lawful basis for using your information

I only use personal information where I have a lawful basis to do so under data protection law.

Depending on the circumstances, this may include providing the services you have requested, my legitimate interests in running Dare Education, meeting legal obligations, or your consent where consent is appropriate.

4. Information about children and young people

Dare Education works with families and may provide advice about students who are under 18.

Where a parent or guardian engages Dare Education, I may process information about the student where this is necessary to provide the agreed service.

I will treat information about children and young people with particular care and will only collect and use information that is relevant to the work I am doing.

Where appropriate, I may communicate directly with a student as part of providing the service. I will take account of the student's age, understanding and circumstances when doing so.

5. Confidentiality

I understand that families may share personal and sensitive information with me in confidence.

I will take reasonable steps to keep information confidential and will only share it where this is necessary to provide the service, where you have asked or authorised me to do so, or where I am legally required to share it.

6. Who I share information with

I do not sell or rent personal information.

I may share information where this is necessary to provide my services or to operate my business. This may include:

- Schools, colleges and universities — where you have asked me to liaise with them on your or a student's behalf, or where you have authorised me to share information with them.
- Other educational professionals — where this is relevant to the advice or support I am providing and you have authorised the contact.
- IT, email, website and online meeting providers — to enable me to run my business and provide services to you.
- Payment or accounting providers — where necessary to manage payments, invoices and my business records.
- Professional advisers — where necessary for professional, legal or accounting purposes.
- Relevant authorities — where I am legally required to provide information.

I will only share information that is reasonably necessary for the purpose for which it is being shared.



Where I contact a school, university or other professional on your behalf, I will take care to share only the information needed for that particular purpose.

I will not use information about a student for unrelated purposes or sell personal information to third parties.

7. Third-party services

I use established third-party service providers to help me run Dare Education and provide my services. These may include providers for:

- Website hosting and business email
- Online consultations and communications
- Newsletter subscriptions
- Website enquiries and contact forms
- Professional networking and marketing
- Payment and accounting services

These providers may process personal information on my behalf or on their own systems and have their own privacy policies.

I take reasonable steps to use reputable providers and to protect the personal information I hold.

8. Online consultations

Consultations may take place using Microsoft Teams or Zoom.

I may record a consultation where appropriate. If I intend to record a consultation, I will tell you beforehand and explain how the recording will be used.

Any recordings will be treated as confidential and will be securely deleted when they are no longer needed.

9. WhatsApp

If you choose to communicate with me using WhatsApp, I may process your name, telephone number, messages, documents and other information that you choose to provide.

WhatsApp is a third-party service and its own privacy terms apply to information processed through the service.

Where possible, I recommend using email or another appropriate method for particularly sensitive documents or information.

10. Newsletter and Substack

If you choose to subscribe to the Dare Education newsletter, your name and email address will be processed through Substack to manage your subscription and deliver the newsletter.

You can unsubscribe at any time using the unsubscribe option provided in the newsletter.

I will not sell or provide my newsletter subscriber list to third parties for their own marketing purposes.

11. Marketing



I may occasionally send existing clients or people who have made an enquiry information about Dare Education, articles, events or services where I am legally permitted to do so.

You can ask me to stop sending marketing communications at any time.

I will not sell your personal information or share it with another organisation for that organisation's marketing purposes.

12. How long I keep your information

I keep personal information only for as long as I reasonably need it.

This may include keeping information:

- While I am providing services to you
- For a reasonable period afterwards in case you have questions or need to refer back to our work
- To meet legal, accounting or regulatory requirements
- To establish, exercise or defend legal claims

When information is no longer needed, I will take reasonable steps to securely delete it.

13. Keeping your information secure

I take reasonable steps to protect personal information against loss, misuse, unauthorised access or disclosure.

I use reputable technology and service providers and take appropriate care when storing and sharing information.

However, no electronic system or method of sending information over the internet can be guaranteed to be completely secure.

14. Information stored outside the UK

Some of the services I use may process or store information outside the United Kingdom.

Where this happens, I will take reasonable steps to ensure that any transfer of personal information complies with applicable UK data protection law and that appropriate safeguards are in place.

15. Your rights

Under UK data protection law, you may have the right to:

- Ask what personal information I hold about you
- Ask me to correct information that is inaccurate or incomplete
- Ask me to delete your information in certain circumstances
- Ask me to restrict how I use your information in certain circumstances
- Object to certain uses of your information
- Ask for your information to be provided to you in a portable format where this right applies
- Withdraw your consent where I am relying on consent to process your information

These rights are subject to certain legal exceptions and may not apply in every circumstance.



If you would like to exercise any of these rights, please contact me.

16. Contact me

If you have any questions about this Privacy Policy or how I use your personal information, or if you wish to exercise your data protection rights, please contact:

I may need to confirm your identity before dealing with certain requests.

Carmen Dare

Dare Education

Email: carmen@dareeducation.co.uk

17. Complaints

If you have concerns about how I have handled your personal information, please contact me first so that I can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

You can find information about the ICO and how to make a complaint on the ICO website.

18. Changes to this Privacy Policy

I may update this Privacy Policy from time to time, for example if my services, technology or legal obligations change.

The latest version will always be published on the Dare Education website, with the date of the most recent update shown at the top.

19. Cookies

This website uses cookies and similar technologies that are necessary for the website to function securely and correctly.

I do not currently use cookies for advertising, analytics or tracking purposes.

Some third-party services used by the website may process information when you interact with particular features, such as the contact form or newsletter sign-up.

These services have their own privacy policies.

If the way cookies or similar technologies are used on this website changes, I will update this Privacy Policy accordingly.

