How Oaka Digital Looks After Your Data

Oaka Digital, from Oaka Books. For parents, carers and schools. Last updated 17 November 2026.

Oaka Digital helps children learn from Oaka's Topic Booklets. We collect as little as we can, use it only to run the service, and never sell it or use it for advertising.

What We Collect

- **Children:** first name and surname, a username and password (the password is stored scrambled, so nobody can read it), and for schools the school year and class. No email address, photo, date of birth or location.
- **Learning records:** which sections were read and when, which 3D models were explored, Practise and Quiz answers and scores, puzzles finished, time spent learning each day, acorns and certificates.
- **Parents and teachers:** name, email address, password (stored scrambled), and licence or free trial details, including which of our campaign links led to a free trial, if one did (for example "newsletter"). If a reseller sold you licences, it gives us your name and email address so we can set up your account. If you ask for a free trial through one of our adverts, we keep your name and email for up to 30 days to send you your link, and delete them if you don't start.
- **Invitations to a household:** when a parent invites another adult, the name and email address they type in, until the invitation is used, cancelled or expires (after 7 days).
- **Problem reports:** when someone uses Report a Problem, what they chose and typed, and details that help us find the fault: the page, the type of device and browser (not the full browser details), the screen size, any errors on the page or our server in the minutes before, and the content they were looking at. Never an IP address, a name, an email address or a screenshot. Children are asked not to type their name or personal details. We may email our reply to the adult who sent a report; when a child sends one, our reply (with what the child wrote) goes to the adults in their household, or for a school pupil to the school's administrator, never to the child.
- **Technical:** one cookie that keeps you signed in, and short-lived security records (including IP addresses) that protect sign-in. A child's IP address is never kept on their account. A few settings, such as audio speed and Auto-Listen, are remembered on your own device and never sent to us (we only count, anonymously, how often features like these are switched on).

What We Use It For

- Running lessons, remembering progress, and showing it to the child, their parent and their teacher.
- A welcome email and, if a child hasn't been added or signed in after a few days, one short email to help; during a free trial, one email to ask how it's going and, if nothing is bought, one a week after it ends to ask what you thought; the weekly progress email to parents (one click to stop it); and certificates.
- Licences, free trials, helping you when you contact us, and checking that school licences are used by schools.
- Improving Oaka Digital. Our own servers keep anonymous daily totals of how often each page and feature (such as Listen) is used, and on a phone, tablet or computer. They hold no name, account, IP address or browser details, set no cookie and read nothing stored on your device. Oaka staff also look at totals worked out from the learning records (never a named child, and nothing about a school or topic with fewer than 5 learners). There are no third-party analytics or trackers.

> **We never** sell data, show adverts, track children for marketing, build advertising profiles, or let other companies track anyone using Oaka Digital.

Who Can See It

- A child sees their own work. A parent sees their own children's, and so does any other adult they add to the household (up to four adults, such as a parent in another home; each one is told when another joins or leaves). A teacher sees only the pupils in classes they are assigned to, and a school's administrator sees their own school.
- A reseller that gave you licences sees the name and email address it gave us and whether you have signed in and used each code. Never your children's names or their learning.
- A small number of Oaka staff, for support. They need a password and a code from an authenticator app.
- Companies that run parts of the service for us, under contract: SpeedyPage, which hosts our server in the UK; RunCloud, which manages the server and its backups (stored with Amazon Web Services in London); Cloudflare, which delivers the website securely; Bunny.net (EU), which delivers its pictures and recordings from servers near you; Amazon Web Services, which sends our emails to parents and teachers from its London region; Google (Google Workspace, Ireland), which runs our own mailboxes, where problem reports and school requests reach our staff; and Anthropic, in the USA, which may assess a problem report before our staff read it (never with a name or an email address, and never used to train its models). A parent's weekly email includes their child's first name and progress.

- If a parent starts a free trial, their name and email address join Oaka Books' mailing list for revision tips and offers, unless they tick "I'd rather not get revision tips and offers by email" on the form. Every one of those emails has a one-click unsubscribe link. The mailing list is Oaka Books' own and is managed separately: deleting an Oaka Digital account does not unsubscribe anyone, so unsubscribe from any of those emails, or ask us.

For Schools

Your school decides what happens to pupil data, and we process it on your behalf, under our data processing agreement (part of our Terms for Schools, which the school agrees to when it starts a trial or redeems a code). Pupil data is used only to provide Oaka Digital to your school, and to check that school licences are used by schools. A pupil's records are deleted 12 months after they leave. School administrators must set up two-step sign-in before they add or see pupils.

Keeping It Safe

Every page is sent over an encrypted connection. Passwords are stored scrambled, and two-step sign-in is available to every adult. No outside scripts run on any signed-in page. Staff access is on a need-to-know basis, and the service is backed up regularly, with the backups also kept in the UK.

How Long We Keep It

- Accounts and learning records: until the account is deleted. A parent can delete their own account, or a child's, at any time from Account settings, and it is deleted straight away. Copies in our backups are removed within a month, when those backups are replaced.
- Home accounts nobody uses: if nobody has signed in for 3 years and there is no licence or free trial, we email the adults a month before and then delete the account. Signing in keeps it.
- School leavers: deleted 12 months after leaving, or sooner if the school deletes them.
- Schools that stop using Oaka Digital: kept for 12 months in case the school comes back, then deleted (sooner if the school asks).
- Free trials: once an account is deleted we keep only a scrambled form of its email address, which cannot be turned back into the address, so that the same address can't start a second free trial.
- Licence codes and shop orders are kept indefinitely as Oaka Books' sales records. A used code stays marked as used, but who used it is removed when the account is deleted.
- Household invitations: deleted 30 days after they are used, cancelled or expire.
- Problem reports: deleted 12 months after we close them. If a child's account is deleted, what they typed in a report is deleted with it; for an adult, only the link to their account is removed. Emails in our mailboxes, including yours to us, are kept only as long as we need them.
- Sign-in protection records, including IP addresses: 7 days.
- IP addresses in our security log: 90 days for adults; never kept for children.
- Technical logs on our server: 90 days.
- Anonymous statistics: only daily totals are stored, never a record of an individual visit, and the totals are kept.

Children's Privacy

We follow the ICO's Age Appropriate Design Code (the Children's Code):

- privacy is set high by default;
- there are no adverts, chat or public profiles, and no location tracking;
- there are no "don't lose your streak" messages or other pressure to keep playing;
- parents can switch rewards off.

Your Rights

You can ask to see, correct or delete your data, or your child's. A parent can download a copy of everything we hold about them and their children from Account (Download Our Data). A parent can delete their own account, or a child's account, themselves: go to Account (or the child's page) and choose Delete. It happens straight away and can't be undone; when a parent's account goes, so do the accounts of any children nobody else in the household looks after. For anything else, email info@oakabooks.co.uk. For a school pupil, please ask the school, and we will help them; a school can download a pupil's information, or delete a pupil who has left, straight away. You can also complain to the Information Commissioner's Office (ico.org.uk).

Oaka Books is a trading name of Lime Creations Limited (company 08816195), 71-75 Shelton Street, London WC2H 9JQ, registered with the ICO as ZA864594. Our data protection lead is Harry Gardiner.

The full versions are on our website: the Privacy Notice at learn.oakabooks.co.uk/privacy, a version for children at learn.oakabooks.co.uk/privacy-for-children, and the Terms for Schools, with the data processing agreement, at learn.oakabooks.co.uk/terms-for-schools.