

Hello Data Ltd User Terms & Conditions

(Effective January 2026, version 2.3)

In using the “Service”, you agree to the following terms and conditions (the "Agreement") governing your use of “helloData” (the "Service"). This agreement should be read in conjunction with the helloData Privacy Notice.

This agreement shall apply to your use of the Service, regardless of any other terms and conditions that you may have proposed and/or any other terms that may have been agreed between you and helloData or your Support Provider.

In the event of any conflict or inconsistency between the terms of this agreement and any other terms, the terms of this agreement shall prevail. By accessing and using the service, you confirm your agreement to these terms.

1. DEFINITIONS

‘Customer Data’	any data, information or material provided or submitted by you to the Service while using the Service;
‘Effective Date’	the earlier of the date this Agreement is accepted or the date you begin using the Service;
‘IPR’	unpatented inventions, patent applications, patents, design rights, copyrights, trademarks, service marks, trade names, domain name rights, mask work rights, know- how and other trade secret rights, and all other intellectual property rights, derivatives thereof, and forms of protection of a similar nature anywhere in the world;
Licence Term	the period during which the authorized users can access the Service;
‘helloData’	the software service provided by Hello Data Ltd, registered address: Elmfield House, New Yatt Road, Witney, OX28 1PB;
‘Service’	the specific edition of helloData developed, operated, and maintained by Hello Data Ltd accessible via a designated web site or IP address, to which you are being granted access under this Agreement, together with the support services we provide in accordance with clause 8;
‘Support Provider’	the third party company, local support unit or local authority providing the 1 st and 2 nd line support for the use of helloData, as agreed with helloData at the time of purchase or a company.
‘Third Party Applications’	applications provided by third parties which are accessible via, or alongside, the Service;
‘Unacceptable Content’	any material of any nature whatsoever which is or contains any material that (i)is or may be defamatory, libelous, obscene, in contempt of court or in contravention of any law or regulation or infringes the rights of any of any third party and/or (ii) promotes violence or discrimination based on race, sex, sexual orientation, religion, national origin, physical disability, mental disability, age or which promotes any illegal activities; and/or (iii) is a Virus;
‘User’	your employees, representatives, consultants, contractors or agents who are authorised to use the Service and have been supplied user identifications and passwords by you (or by helloData at your request);
‘User Software’	shall have the meaning given in clause 5.2 below;
“Virus”	any virus, worm, Trojan horse, logic bomb, time bomb, back door, trap door or any other similar form of code intended, or having that effect, to cause harm, damage or to prevent or restrict the use of any computer system or data;
‘You’ or ‘Your’	any person, School, Local Authority or other organisation accessing the Service.
‘Support Partner’	an individual or company that provides support to schools, not including people working for the MIS provider.
‘Referrer’	an existing user of helloData within a school, trust, federation or support partner.
‘Referent’	a school, trust or federation that has received a referral to helloData.
‘Referral’	the act, by the Referrer, of contacting a potential Referent and explaining, discussing and recommending the Service
‘Trust’	Includes any group of schools that work as a federation, multi academy trust or partnership.

2. DURATION

2.1. This Agreement shall commence on the Effective Date as per the Licence Term.

2.2. Either party may terminate this Agreement by giving not less than thirty (30) days’ notice prior to the end of the current Licence Term.

3. LICENCE GRANT AND RESTRICTIONS

- 3.1. In consideration of your payment of the relevant fees, helloData agrees to provide you with access to the Service. Such access shall be solely to support your own internal business purposes of a non-commercial nature.
- 3.2. You may produce copies of any instructions provided by helloData and distribute such copies to Users to enable them to use the Service. This shall be without prejudice to the provisions of clause 5.

4. YOUR RESPONSIBILITIES

- 4.1. It is Your responsibility to create and maintain user names and passwords. helloData may alter user names or passwords upon reasonable notice. Your user names and any passwords are non-transferable, and you are not permitted to disclose or share the same with anyone else. No third party may share your account.
- 4.2. No part of the Service may be cached in proxy servers or accessed by individuals who have not registered with helloData as users of the Service. If you do disclose or share your account with any third party or allow any third party to use the Service on your behalf, you agree to indemnify helloData for any losses or damages incurred by helloData as a result of your actions. If helloData reasonably believes that an account is being used in any way which is not permitted by helloData, helloData reserves the right to cancel access rights immediately without notice and to block access to all users from that account.
- 4.3. You are solely responsible for acquiring and maintaining all computer hardware and software, telephone and communications equipment needed for access to and use of the Service.
- 4.4. You own and have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and IPR ownership or right to use of all Customer Data, and helloData shall not be responsible or liable for the deletion, correction, destruction, damage, loss of or failure to store any Customer Data.
- 4.5. You agree to ensure that no User will introduce any Virus into any computer equipment or system or software of helloData. You further agree to use virus-checking software before downloading any material from the Internet and, unless otherwise agreed, shall be responsible for applying anti-virus software to protect your machines and networks.
- 4.6. You agree to ensure that no User will use the Service for the purposes of storing, transmitting or receiving any Unacceptable Content.
- 4.7. You shall not transmit or allow to be transmitted large amounts of data so as to disrupt the Service or comprise a denial-of-service attack or otherwise so as to have a detrimental effect on the services for you or other customers of helloData.
- 4.8. It is your responsibility to delete any user who no longer requires, or should have access to, helloData. helloData can delete accounts upon request.
- 4.9. The Service includes support, subject to clause 8.

5. INTELLECTUAL PROPERTY

- 5.1. Title to any software supplied by helloData shall at all times remain vested in helloData or its licensors. At no time shall you or any User gain any title to any such software.
- 5.2. Subject always to the provisions of clause 5.1, helloData hereby grants to you a limited, non-exclusive, non-transferable licence to use the software provided to you by helloData for use with the Service (the "User Software"). You shall ensure that Users shall treat the Service and any User Software like any other copyrighted material.
- 5.3. You undertake not to perform (nor allow any User to perform) any of the acts referred to in this clause 5.3 except to the extent and only to the extent permitted by law as a lawful user of the Service and/or User Software and only then for the specific limited purpose permitted by law or in this Agreement. You undertake (including on behalf of all Users):
 - 5.3.1. not to copy the Service and/or User Software (other than for normal system operation and as expressly specified in this Agreement) nor otherwise reproduce the same;
 - 5.3.2. not to translate, adapt, vary, or modify the Service and/or User Software;
 - 5.3.3. not to disassemble, decompile or reverse engineer the Service and/or User Software;
 - 5.3.4. not to remove, obscure or alter any notice of patent, copyright, trademark or other proprietary notice on the Service and/or User Software;
 - 5.3.5. not to sub-license, distribute, rent, lease, or otherwise transfer the Service and/or User Software or any unique access code or copy the Service and/or User Software other than as expressly provided in this Agreement;
 - 5.3.6. not to make the Service and/or User Software accessible by any type of broadcast or transmission, including but not limited to broadcast or transmission by cable, Internet, television, satellite, or telephone;
 - 5.3.7. not to use the Service and/or User Software to attract customers away from helloData or to procure commercial advantage over helloData or to use it in any other way which is likely to be directly or indirectly detrimental to helloData or its business;
 - 5.3.8. not to reproduce or transmit to or store in any Website any part of the Service or User Software, nor disseminate in any electronic or non-electronic form any of the pages or parts thereof, nor include any of the foregoing in any public or private electronic retrieval system or service; and
 - 5.3.9. not to enable a third party to do any of the acts set out in clause 5.3.

5.4. If notified promptly in writing of any action (and all prior claims relating to such action) brought against you, based on a claim that any User's use of the Service infringes a United Kingdom patent or copyright, helloData will defend such action at its expense and pay the costs and damages awarded, provided that helloData shall have sole control of the defence of any such action and all negotiations for its settlement or compromise. At any time during the course of any litigation arising out of a claim of infringement for a United Kingdom patent or copyright, or if in helloData's opinion, the Service is likely to become the subject of a claim of infringement of a United Kingdom patent or copyright, helloData will at its option and expense either procure for you and any Users the right to continue using the Service, replace or modify the same so that it becomes non-infringing, or grant you a credit for the Service as depreciated and accept its return. Depreciation will be an equal amount over the lifetime of the Service as established by helloData. helloData will not have any liability to you under any provision of this clause if the infringement or claim thereof is based upon:

5.4.1. use of the Service in combination with other equipment or software not supplied by helloData; or

5.4.2. the use of the Service in carrying out any patented process; or

5.4.3. infringement as described in clause 5.6.

5.5. Clause 5.4 states the entire liability of helloData with respect to infringement of patents or copyrights by the Service or any part thereof or by its operation. No costs or expenses will be incurred for the account of helloData without the prior written consent of helloData.

5.6. You will hold helloData harmless against any expense, judgment, liability or loss, or infringement of any IPRs which results from helloData's compliance with your or any User's instructions or use by helloData of any Customer Data or other materials or information provided by you or any User.

6. LIMITATION OF LIABILITY

6.1. The Service and / or Third Party Applications have been manufactured or developed by helloData or third parties to standard specifications. You accept that helloData is acting only as a supplier and that it is your responsibility to verify that the Service and / or Third Party Applications will be suitable for your own requirements. There are no warranties, conditions, guarantees or representations as to description, merchantability or fitness for a particular purpose or other warranties, conditions, guarantees or representations relating to the Service and / or Third Party Applications, whether express implied by statute or otherwise oral or in writing except as provided in this Agreement and except as to statute implied terms as to title.

6.2. You agree that helloData will not be liable for any loss arising out of the provision of goods or services by any company, organisation or person other than helloData (including by Third Party Application providers) or for any loss caused by your failure to perform your obligations under this Agreement. In particular but without limitation to the generality of the foregoing, helloData shall not be responsible nor liable for your inability to access the Service and / or Third Party Applications, or any impairment in using the Service and / or Third Party Applications where such inability or impairment results from any incompatibility between any hardware or software used by you.

6.3. helloData's liability shall be unlimited in respect of (a) any death or personal injury caused by its negligence or that of its employees, agents or contractors; (b) fraud; or (c) for any other matter in respect of which law prescribes that liability may not be excluded or limited.

6.4. Subject to clause 6.3, helloData shall not in any event be liable whether in tort (including for negligence or breach of statutory duty howsoever arising), contract, misrepresentation (whether innocent or negligent) or otherwise for: any loss of profits; loss or corruption of data; loss of use; loss of goodwill; anticipated savings; loss of amenity; or any indirect, special, consequential or pure economic loss, costs, damages, charges or expenses, in each case howsoever arising, in connection with or arising out of the supply, functioning or use of the Service even if helloData shall have been advised of the possibility of such potential loss and shall not be liable for any loss except as provided for in this Agreement.

6.5. Subject to clauses 5.4 and 6.3, the maximum aggregate liability of helloData whether in contract, tort, negligence, statutory duty or otherwise, for any loss or damage whatever arising from or in any way connected with the Service shall be limited to the fees paid or payable in respect of the Service. This limit shall also apply in the event that any exclusion or other provision contained in this Agreement is held to be invalid for any reason and helloData becomes liable for loss or damage that could otherwise have been limited.

6.6. Where digital content supplied by helloData is proven to have caused damage to the Your device or other digital content, helloData may choose to either repair the device or digital content, or offer You compensation. Any compensation shall: (a) be reasonable in all the circumstances; and (b) only be payable where the damage would not have occurred if helloData had exercised reasonable care and skill.

6.7. helloData and any Third Party Application provider will not be liable to You whether in tort (including for negligence or breach of statutory duty howsoever arising), contract, misrepresentation (whether innocent or negligent) or otherwise for any Third Party Applications which are provided free-of-charge.

7. DATA PROTECTION

The helloData Data Processing Agreement and Privacy Notice outline all GDPR requirements in relation to this service. The Privacy Notice is available upon request from helloData or from the helloData website. helloData will sign the Data Processing Agreement on request by the customer.

8. SUPPORT SERVICES

8.1 helloData will grant access to test accounts to the Support Provider for the sole purposes of providing 1st and 2nd line support & associated training. The Support Provider is bound by this Agreement.

8.2 Users should refer to the service level agreement of the Support Provider for their terms and conditions.

8.3 helloData agrees to provide 3rd line telephone and email support for the use of the Service during the hours 8am and 5pm Monday to Friday and 9am to 4pm during school holidays. Users should, in the first instance, raise a support ticket with the Support Provider. Where 3rd line support is deemed necessary by the Support Provider, the Support Provider will contact helloData on behalf of the User.

8.4 The specifics of 1st, 2nd and 3rd line support are agreed between helloData and the Support Provider.

8.5 helloData, in partnership with the Support Provider, agrees to provide support services in the form of emails sent to the contact email address provided by You, not less than twice a year, to explain the following (which is a non-exhaustive list): functionality enhancement; user guides; training manuals; Service update explanations; and general support information.

9. TERMINATION

9.1. Either party may terminate this Agreement:

9.1.1. in accordance with clause 2.2 or clause 4;

9.1.2. if the other party commits any material breach of this Agreement;

9.1.3. if the other party commits any other breach of this Agreement which is not remedied within thirty (30) days of a notice requiring such breach to be remedied; or

9.1.4. if the other party ceases to carry on business or substantial part thereof, commits an act of bankruptcy or is adjudicated bankrupt or enters into liquidation whether compulsory or voluntary other than for the purposes of amalgamation or reconstruction or compounds with its creditors generally or has a receiver or manager appointed over all or any part of its assets or suffers execution or distress or takes or suffers any similar action in consequence of debt or becomes unable to pay its debts as they fall due.

9.2. helloData may terminate this Agreement forthwith (which would automatically terminate any related licence(s)) if you fail to pay any sums to helloData, or the Support Partner, in respect of the Service on the due date of payment.

9.3. helloData will delete all data from the Service sixty (60) days following the date of termination. At this point, the Customer Data will not be recoverable from the service.

10. ANTI-BRIBERY

You shall ensure that You and all of Your staff, agents, contractors and any other party performing your obligations or exercising Your rights under or in connection with this Agreement and/or any other agreement that you may have with helloData, complies at all times with all applicable anti-bribery and/or corruption laws, regulations and codes of conduct in all jurisdictions.

11. NOTICE

11.1. Any notices you may wish to serve on helloData must be sent by emailing a representative of the Service or through your support partner. Any such notice will be deemed delivered on receipt.

11.2. helloData may give notice to you by means of a general notice on the Service, electronic mail to your e-mail address on record in helloData's account information, or by first class mail to the address on your record held by helloData. Any such correctly addressed notices shall be deemed to have been given upon the expiration of 48 hours after posting (if sent by first class mail) or 12 hours after sending (if sent by email).

12. MODIFICATIONS TO TERMS

helloData may add to or change the terms of this Agreement. It is your responsibility as a user to refer to the terms of this Agreement on accessing the Service. Changes will be effective immediately after posting to the Service and you will be deemed to have accepted any change if you continue to access the Service after that time.

13. FORCE MAJEURE

Neither party shall be liable to the other for any delay in or failure to perform its obligations under this Agreement (other than a payment of money) provided that such delay or failure is due to causes beyond its reasonable control. Such causes shall include but are not limited to acts of God, natural disaster, lightning, flood, subsidence, earthquake, weather conditions, epidemic, pandemic, fire, explosion, war, civil disorder, acts of terrorism, industrial disputes, change of law, acts or omissions of local government or other competent authorities.

14. NON-WAIVER

Failure by either party to exercise or delay exercising any of the terms of this Agreement shall not constitute or be deemed to be a waiver of its rights under this Agreement nor prejudice its rights to take subsequent action.

15. NON-ENFORCEABILITY

The invalidity or unenforceability for any reason of any part of this Agreement shall not prejudice the continuation in force of any other part of this Agreement.

16. CUSTOMER MORE THAN ONE PERSON

Where any order for the Service has been made by two or more legal persons jointly, the liability of such persons and their obligations to helloData under this Agreement shall be joint and several.

17. THIRD PARTY RIGHTS

Nothing in this Agreement shall confer on any third party any right or benefit under the provisions of the Contracts (Rights of Third Parties) Act 1999 or otherwise.

18. GOVERNING LAW

This Agreement shall be governed by English law. The parties hereby submit to the exclusive jurisdiction of the English courts.

19. REFERRAL AGREEMENT

- 19.1. You can refer a school or Trust to helloData and you will receive £100 from helloData subject to the terms stated below. A Referral is the act, by the Referrer, of contacting a potential Referent and explaining, discussing and recommending the Service
- 19.2. Where you refer a Trust you will receive £100 for each school within the Trust that purchases an annual subscription to helloData;
- 19.3. Payment will be made:
- 19.3.1. if the Referral you made is within a calendar year of the Referent paying for (an) annual subscription(s) to helloData;
 - 19.3.2. if you made the Referral and provided helloData with the name of the Referent, the DfE number and a named contact of the Referent prior to the Referent placing an order for an annual subscription of helloData;
 - 19.3.3. if the Referral leads directly to a purchase of an annual subscription to helloData by the Referent school or Trust;
 - 19.3.4. if you haven't referred the school or Trust at any point prior to this Referral;
 - 19.3.5. if you are the only school, Trust or Support Partner to have made the Referral. If there is more than one Referral to the same Referent the Referral fee will be shared by all Referrers;
 - 19.3.6. helloData reserves the right to disallow a Referral fee if, on investigation, it cannot be proven that a Referral was made. If required, helloData may contact the Referent to validate the Referral;
- 19.4. The referral agreement does not apply to subscription renewals. It can only be used for referring new schools or Trusts to helloData;
- 19.5. There are no limits to the number of schools or Trusts that you can refer, subject to the above clauses;
- 19.6. The payment is a one-off payment paid directly to your school or company within one month of the first year annual subscription being paid by the Referent;
- 19.7. The referral agreement does not apply to the purchase of a multi-school helloData annual subscription.
- 19.8. The referral agreement is not available where an existing reseller agreement or Support Partner price agreement is in place.
- 19.9. In the case of a separate multi-school agreement, the referral agreement is available only to the Referrer school and not to the Referent multi-schools or Trust or Academy or other multi-school body.
- 19.10. If you are a Referent, you are entitled to receive a one-time £100 discount off your first year annual helloData subscription providing;
- 19.10.1. You have been referred in accordance with the above clauses;
 - 19.10.2. You have notified helloData of the name of the Referrer at the time of, or prior to, placing the order for an annual subscription to helloData;
 - 19.10.3. helloData can verify the Referral was made in accordance with the above clauses;