Individual student and parent acceptable use policy

Version: 1.0 Last updated: 21 September 2026

1. Purpose

This acceptable use policy sets the rules for individual student accounts and parent or trusted-adult accounts on Willow. It forms part of the Individual student and parent terms of service.

The current version is available at www.willowlearn.com/individual-aup.

The policy is meant to keep Willow lawful, safe and focused on learning. It applies to every Student and Adult who uses an individual account.

2. Permitted use

You may use Willow for lawful educational purposes, including:

- learning about a subject;
- practising, revising and checking understanding;
- working through questions and exercises;
- creating or reviewing learning materials;
- uploading your own work or material you have permission to use;
- reviewing learning history and account settings; and
- using Adult approval, safeguarding and billing controls for their intended purpose.

You may question, challenge and fact-check an AI response. That is responsible use. The restriction on manipulating Willow applies to attempts to defeat safety, security or usage controls, not to critical thinking.

3. Prohibited use

You must not use Willow to:

- submit, request, generate or share illegal, sexually exploitative, obscene, abusive, threatening, harassing, hateful, discriminatory or deliberately harmful material;
- promote or give instructions for suicide, self-harm, violence, abuse, grooming, exploitation, weapons, dangerous substances or other serious harm;
- bully, intimidate, impersonate, shame or target another person;
- seek private information about another person or share it without a proper reason and permission;
- upload intimate images, sexual material involving anyone under 18, or material that may exploit a child;
- bypass, probe or disable safety filters, moderation, authentication, rate limits, payment controls or other protections;
- trick Willow into revealing system instructions, credentials, private data or security information;
- introduce malware, automated traffic, denial-of-service activity or any code intended to damage or disrupt a system;
- access, scrape, extract, copy, reverse-engineer or replicate Willow's systems except where law expressly permits it;
- infringe copyright, confidentiality, privacy or another person's rights;
- submit someone else's schoolwork as your own or use Willow in a way that breaks the rules of an assessment, school or awarding body;
- use AI-generated material as professional medical, legal, financial, mental-health or emergency advice;
- resell Willow, share access credentials or use another person's account; or
- use the Service for advertising, spam, fraud, scams or any non-educational commercial activity.

Do not include unnecessary personal information in a message or upload. Never share a password, payment-card number, home address or another person's sensitive information in a Willow conversation.

4. Student safety and safeguarding

Willow applies automated safety filters and monitoring to Student interactions. These systems may block Content, change how Willow responds, create a safety flag or send a short safeguarding summary to the approved Adult.

Safety tools can make mistakes. They may miss a concern or flag harmless Content. They do not replace an Adult, teacher, doctor, safeguarding professional or emergency service.

If a Student is worried about their own safety or someone else's safety, they should stop using Willow and tell a trusted person. If someone is in immediate danger, call 999 or 112.

Users must not make deliberately false emergency or safeguarding disclosures, or use safeguarding features to target another person. A Student will not be penalised merely for making a genuine disclosure or asking for help.

5. Responsibilities of the approved Adult

An approved Adult must:

- keep their Adult account secure;
- review safeguarding notifications within a reasonable time;
- check in with the Student and seek suitable help where a notification or other information gives cause for concern;
- avoid treating an automated alert as a diagnosis or proven fact;
- respect the Student's privacy and use information from Willow only to support the Student; and
- withdraw approval or contact Willow if they can no longer carry out this role.

Adult approval does not provide full access to the Student's conversations. An Adult must not try to obtain that access by using the Student's password or impersonating the Student.

6. Security and account integrity

All Users must:

- use accurate account and age information;
- keep login and password-reset links private;
- use a strong password that is not shared with another service;
- sign out on a shared device;

- report suspected unauthorised access to dpo@willowlearn.com; and
- cooperate with reasonable steps needed to secure the account.

Students and Adults must not share accounts. The approved Adult may use their own account to access the controls Willow makes available to them.

7. Content and uploads

Only submit Content that is relevant to learning or account support and that you have the right to use.

You remain responsible for Content you submit. Do not upload confidential school documents, another person's private messages, examination material that must remain secure, or copyrighted material unless you have permission or another lawful basis.

Willow may reject, limit or remove Content that breaks this policy, creates a safety or security risk, or cannot be processed safely.

8. Enforcement

If we reasonably believe this policy has been broken, we may:

- warn the User;
- block a request or remove Content;
- limit a feature or usage allowance;
- require a password reset or other security step;
- notify the approved Adult;
- temporarily suspend or permanently close an account; or
- report information to law enforcement, emergency services, a regulator or safeguarding authority where required by law or necessary and proportionate to protect a person.

We consider the seriousness, context, risk and whether the conduct has happened before. We may act immediately where delay could put a person or the Service at risk.

Willow's use of safety flags does not mean that every breach leads to an Adult notification. We do not promise to detect every breach.

9. Reporting a concern

Report misuse, a security concern or a safeguarding issue to dpo@willowlearn.com.

Include only the information needed to explain the concern. Do not email passwords, complete payment-card details or unnecessary copies of sensitive Student Content.

If anyone is in immediate danger, call 999 or 112. Do not wait for a reply from Willow.

10. Changes to this policy

We may update this policy when the Service, risks or law changes. We will update the version and date above and give reasonable notice of a material change. If a change needs fresh agreement, we will ask for it before the change applies.