

## 1. Introduction

School Thing Limited is a Visma company trading as, and commonly known as, VSware. When using VSware and interacting with School Thing Limited, personal data about you is processed. This Privacy Statement helps you understand what personal data is collected, why it is collected and how School Thing Limited handles, protects, stores, exports, and deletes your personal data.

Personal data is any information relating to an identified or identifiable natural person, such as an email address, street address, phone number, etc.

## 2. Contact us

If you have any comments or questions about our Privacy Statement, or any privacy concerns, including regarding a possible breach of your privacy, please contact us by sending an email to [privacy.vsware@visma.com](mailto:privacy.vsware@visma.com).

You can also contact our office at:

Visma, Floor 1, La Touche House, Custom House Quay, IFSC, Dublin 1, D01 R5P3

Telephone number: (01) 554 9628

Customer Support: [support@vsware.ie](mailto:support@vsware.ie)

## 3. School Thing Limited as a Processor

For the personal data processed in our VSware application, the school (customer) is the Controller. School Thing Limited does in such cases act as a Processor and processes the personal data on behalf of and according to instructions given by the school (customer).

**Categories of Data:** Names, addresses, phone numbers, PPS numbers, health data, racial/ethnic background information, photos, academic records, and attendance.

**Security & Backups:** Data is backed up daily. We use industry-standard encryption for sensitive information.

**Data Rights:** To access or rectify data held within the VSware application, you should direct your request to the school.

For more information regarding this, please contact customer support found in the Contact section above.

## **4. School Thing Limited as a Controller**

In some cases, School Thing Limited will be the Controller for your personal data processed in the application. This is when School Thing Limited determines the purposes and means of the processing of personal data.

When School Thing Limited is the Controller for your personal data processed in the VSware application, section 4.1 applies. When School Thing Limited is the Controller for your personal data processed when interacting with us through other channels, section 4.2 applies.

### **4.1. Processing activities in VSware**

School Thing Limited processes your personal data in VSware for the processing activities as described below. While the school remains the Controller for the majority of data held within the application, VSware acts as the Controller for specific technical and operational data required to provide a secure and efficient service.

#### **Use of Cookies and Essential Technologies**

When you interact with School Thing Limited as part of using our services, we process your personal data through the use of strictly necessary cookies. These technologies, such as JSESSIONID and AWSALB, are essential for enabling basic functions like page navigation, authorisation, and load balancing to ensure the website and application function properly. The personal data processed includes aggregated details such as your IP address, username, and device information.

Our legal basis for this processing of personal data is our legitimate interests to provide a functional and secure service. Because these technologies are strictly limited to managing active sessions and technical platform stability, the data processed is purely operational and does not track personal user behavior or profiling outside of the application environment. No sensitive data is processed for this purpose. Personal data collected via cookies is subject to different retention policies, ranging from the duration of your session to one week. You can read more about this in our [Cookie Notice](#).

#### **Security**

School Thing Limited processes personal data in order to detect, mitigate, and prevent security threats and abuse, as well as perform necessary maintenance and debugging. The personal data involved includes your name, email address, and web traffic data such as login ID, username, IP address, and device information.

To uphold our commitment to data protection, we utilise industry-standard cloud-based infrastructure (AWS), advanced access control measures (such as Two-Factor Authentication), and internal monitoring tools developed within our application.

Our legal basis for this processing of personal data is our legitimate interests. The legitimate interest is to maintain a secure environment for our customers and operations. We will only store your personal information for as long as necessary to fulfill the purpose of processing. While technical server security logs are normally deleted after one week, application-level audit trails and system access histories are retained for the duration of the customer contract to ensure platform integrity and support breach investigations.

### **Service improvement**

School Thing Limited continuously strives to improve and develop the quality, functionality, and user experience of our products and services. The personal data we process includes your name, email address, user and web traffic information such as login ID, username, and IP address.

Additionally, we process statistics and AI-generated insights (such as call transcriptions, sentiment analysis and interaction history) that indicate how you use our software and interact with our team.

To ensure feedback is actionable and to diagnose technical issues, we also process operational attributes such as your school URL, role, device type, and system identifiers. Where necessary for internal support routing, this technical data may be used to link directly to user profiles within the application platform.

Our legal basis for processing your personal data is our legitimate interest to ensure that we meet our customers' expectations and fulfil all contractual commitments. Data held within our core support management and automated transcription systems is retained for the duration of the customer contract to ensure continuity of service. For other service improvement data, personal details are deleted or anonymised for statistical use after three years.

### **Product Feedback and Surveys**

School Thing Limited processes personal data to gather direct user feedback and evaluate satisfaction regarding our services and features. This processing includes your name, email address, system identifiers, and product feedback collected via in-app surveys and email-distributed survey links, including satisfaction metric scores (such as NPS, rNPS, CSAT, or CES) and qualitative comments.

To ensure feedback is actionable, contextually relevant, and used to diagnose platform

compatibility or interface friction, we also process operational attributes. This includes your unique user identifier, school, functional role (covering roles such as secretaries, principals, and teachers), operating system (OS), and device type. Where necessary for internal support routing, these attributes may be utilised to generate direct reference links to user profiles within the application platform.

Our legal basis for processing your personal data is our legitimate interest to ensure that we meet our customers' expectations and continuously develop our platform. Data held within our user feedback systems is retained for the duration of the customer contract to maintain an accurate history of product feedback and support long-term service improvements. When the customer contract ends, this personal data is deleted or anonymised for statistical use.

## **4.2. Other processing activities carried out by School Thing Limited**

School Thing Limited also processes your personal data for the processing activities as described below.

### **Website Analytics and Cookies**

When you interact with School Thing Limited by visiting our web pages at [vsware.ie](https://vsware.ie), we process your personal data to analyse traffic sources and improve the performance of our site. Subject to your explicit consent, we use analytical cookies such as Google Analytics (`_ga`, `_gid`) to see how visitors move around the website. The personal data processed includes aggregated, anonymous details such as your IP address, device type, and clickstream behavior.

Our legal basis for this processing of personal data is your prior consent. You have the right to withdraw your consent or manage your cookie preferences at any time by clicking "Cookie Settings" at the bottom of the webpage. Personal data collected via analytical cookies is subject to different retention policies, with some data retained for up to 400 days. You can read more about cookies in our [Cookie Notice](#).

### **Handling requests and providing support**

The purpose of handling questions and concerns raised through our contact forms, email, or telephone is to facilitate communication and support for users interacting with us. When you contact us via these channels, we process the personal data you include in the request, which at minimum includes contact details such as your name and email address.

For telephone support, we utilise an AI-powered tool to transcribe calls and generate summaries. This is done for quality control, smarter call selection based on complexity, customer sentiment tracking, and performance coaching for our support team. We also utilise cloud-based customer relationship management (CRM) systems, telephony software, and productivity suites to manage

these interactions.

Our legal basis for this processing is our legitimate interests to respond to questions and concerns raised by visitors and users. Requests, call transcriptions, and related correspondence are stored for the duration of the customer contract to ensure continuity of support and service history.

### **Recruitment**

School Thing Limited processes personal data during recruitment to effectively manage application processes, evaluate submitted documentation, conduct interviews, and contact references. The personal data processed for this purpose includes contact information (name, address, telephone number, email), as well as CVs and other documents provided through third-party recruitment networks and professional job boards.

Our legal basis for this processing is our legitimate interests to find the right candidate. For candidates we elect to move forward with, we process data for the purpose of entering into a contract. Personal data for unsuccessful candidates will be deleted when the recruitment process concludes, typically no later than 18 months after the application deadline. For hired employees, certain data is retained for seven years after they have left the company.

### **Security**

School Thing Limited processes personal data in order to detect, mitigate, and prevent security threats and abuse, as well as perform necessary maintenance and debugging. The personal data involved includes your name, email address, user and web traffic data such as login ID, username, IP address, and device information.

Our legal basis for this processing is our legitimate interest in providing a secure and reliable platform for our customers and operations. We store this information only for as long as necessary to fulfil our security obligations. Technical security logs collected for corporate and operational stability are typically deleted after one week.

### **Deliver products and services to customers**

School Thing Limited processes personal and corporate data to manage customer service agreements and payments for the products and services we provide. Invoicing and financial management activities are primarily conducted using corporate business attributes, such as general school email addresses (e.g., administrative, informational, or finance inboxes), school names, and official business addresses.

Where necessary to facilitate direct billing correspondence, account setups, and accurate invoice routing, we also process the specific name and direct business email address of the customer's

designated billing contact person or account representative.

Our legal basis for this processing of personal data is our legitimate interests, to facilitate the delivery of products and services to the customers' contact person. We will only store direct personal contact information for as long as necessary to fulfill the purpose of processing, which in most cases is no longer than three years after your last registered commercial activity.

### **Registration for webinars and courses**

When you register for webinars and courses, we collect personal data to manage your attendance and for follow-up activities. The personal data processed includes contact information such as name and email, billing details, and details of the registered course.

Our legal basis for this processing of personal data is our legitimate interests, to provide webinars and courses to interested individuals. We will only store your personal information for as long as necessary to fulfill the purpose of processing, and your personal data will be deleted after four years.

### **Handling requests and providing support**

The purpose of handling questions and concerns raised through a contact form, chatbot, or similar on our website is to facilitate communication and support for users interacting with us. If you contact us via such channels, we will process the personal data that you include in the request, which at minimum includes contact details.

Our legal basis for this processing of personal data is our legitimate interests, to respond to questions and concerns raised by visitors on our website. For existing customers, requests and related correspondence are stored for the duration of the customer contract to ensure continuity of service. For general website visitors or prospective customers, this information is stored only as long as necessary to fulfil the request, and no longer than three years after the last correspondence.

## **4.3. How your personal data may be shared**

### **4.3.1. Within the Visma Group**

School Thing Limited is a part of the Visma Group, which consists of several subsidiaries. In order to maintain an overview and insight, we may share your personal data across companies in the Visma Group.

### 4.3.2. Outside of the Visma Group

School Thing Limited may also share your personal data with external third parties in the following contexts:

#### **Processors**

We utilise various third-party processors to handle personal data on our behalf to provide our services efficiently. These processors are typically vendors of cloud-based infrastructure, communication tools, or IT services.

Key processors used by School Thing Limited include:

- **Infrastructure & Hosting:** Amazon Web Services (AWS) for secure cloud data storage, application hosting, backups, and system logs.
- **Communication, Support & Feedback:** HubSpot, Aircall, Google Workspace, Survicate and Leexi for managing customer inquiries, processing support tickets, tracking user feedback metrics, and handling automated call transcriptions.
- **Business & Financial Operations:** Xero, Sage, ApprovalMax and AIBIDIA for digital accounting, intercompany transfer pricing management, human resources administration, and corporate financial processing.

When using processors, School Thing Limited enters into a data processing agreement (DPA) to safeguard your privacy rights. If processors are located outside the EU/EEA (such as certain services provided by Google or AWS), we ensure legal grounds for such international transfers, primarily by utilising the EU Standard Contractual Clauses. You may request more detailed information on our processors by contacting us at [privacy.vsware@visma.com](mailto:privacy.vsware@visma.com).

#### **Public authorities**

The Gardaí and other public authorities may request access to information from us, which can include both personal and non-personal data. In all such cases, we follow strict internal policies and procedures for assessing the validity of the access request and confer with legal counsel. We only share information that is strictly required by law and only on the basis of valid court orders or similar legal documents.

To prevent unauthorised access to any information we process, we implement robust technical measures such as encryption and access controls. Our participation in the Visma Security Program ensures high security standards and confidentiality across our services. Furthermore, we establish legal obligations in contracts with our subcontractors to ensure they also enact organisational and security measures similar to ours. If we receive access requests from non-EEA authorities, we ensure compliance with Article 32 of the Data Act.

### ***User communities***

If you make a post, comment or similar on user communities or other forums or sites, such information can be read and used by anyone with access to such forums. School Thing Limited is not responsible for any information you submit on such forums or sites.

### ***Business partners***

School Thing Limited may share your personal information with partners in the event this is legitimate from a business perspective and according to applicable privacy legislation.

## **4.4. Your rights**

You can invoke the following rights in relation to our processing of your personal data where School Thing Limited acts as the Controller:

- **Access.** You have the right to request a copy of personal data we process about you.
- **Rectification.** You also have the right to request rectification of inaccurate personal data concerning you.
- **Deletion.** You can request deletion of personal data relating to you.
- **Restriction.** You may ask us to restrict the processing of your personal data.
- **Portability.** You may ask us to provide you or others with your personal data in a structured, commonly used and machine-readable format.
- **Object.** You have the right to object to our processing of your personal data on the basis of legitimate interests. You also have the right to object to our processing of your personal data for the performance of tasks carried out in the public interests or in the exercise of official authority or based on legitimate interests.

Please note that for personal data held within the VSware application where your school is the Controller, these rights must be exercised by contacting the school directly. For requests where VSware is the Controller, please send an email to [privacy.vsware@visma.com](mailto:privacy.vsware@visma.com).

Finally, you have the right to file a complaint with the Data Protection Commission regarding our processing of your personal data. There may be certain exceptions or limitations to the abovementioned rights which could apply depending on the specific circumstances of your situation. In such cases, we will provide you with detailed information about the applicable exception or limitation and help you exercise your rights to the fullest extent possible, in accordance with applicable laws and regulations.

## **5. Changes**

We encourage you to review the Privacy Statement regularly. If we make significant changes to the Privacy Statement that materially alter our privacy practices, we will notify you of this.

The Privacy Statement was last updated: 28 May 2026.