Parent Information & Informed Consent Form

DfE / DSIT AI Tutoring Tools Pioneers Programme (2026–2027)

Dear Parent or Guardian,

Your child's school is participating in the AI Tutoring Tools Pioneers Programme, a national research initiative funded by the Department for Education (DfE) and the Department for Science, Innovation and Technology (DSIT). Eedi is building a maths tutor and working directly with the school to test it.

Purpose of the Research

The primary objective of this project is to co-design and test Eedi Tutor, an interactive mathematics tutoring platform, with Year 9 & 10 students.

The programme aims to build a tool that helps pupils overcome mathematical misconceptions, supports classroom teaching, and delivers effective learning support. Feedback gathered during these research sessions directly shapes how the tool is built and refined before any broader rollout.

What Participation Involves

If you consent to your child taking part, they will participate in structured research activities conducted during school time. These activities may include:

- **Interactive Usability & Focus Sessions:** Trying short diagnostic maths quizzes on a laptop and discussing their experience with Eedi researchers in small groups.
- **Feedback Interviews:** Answering open questions about how they seek help when stuck in maths and how they interact with technology.
- **Classroom Observations:** Using the tutor as part of regular maths practice under the supervision of their teacher and sometimes the Eedi research team.

Data Collection, Storage and Privacy

To ensure our research team accurately captures pupil feedback and improves the platform, interactive research sessions and focus groups will be audio-recorded and transcribed.

- This data is used exclusively for qualitative research.
- Audio files will be stored securely and deleted once transcription and anonymisation are complete.

- All participating students will get a code assigned to them, so we'll never refer to them by name once the in-school visit is complete.

No personal or identifiable data will be shared with the external research team.

If you want to learn more about how and why your child's personal data is processed at Eedi, please see our privacy notice here for more information. Additionally, if you have any questions about the way your child's personal data will be processed, please reach out to our Data Protection Officer at dpo@eedi.co.uk.

Additional data we'll collect: Free School Meals (FSM) / Pupil Premium status, Special Educational Needs and Disability (SEND) status, English as an Additional Language (EAL) status, gender, and prior attainment set/band.

Anonymised Reporting: Data analyzed for program reporting shared with the Department for Education, DSIT, i.AI, and Faculty will be strictly aggregated and anonymised. No individual pupil or school will ever be identified in any public report or published output.

Participation & Right to Withdraw

Participation in any part of this research is 100% voluntary.

- You have the right to decline consent or withdraw your child from the research study at any time.
- Your child can also choose to stop participating or skip any question during a session.
- Withdrawal will carry no penalty, negative consequence, or impact on your child's school standing, maths grades, or access to regular learning resources.

You can opt out in either of the following ways:

1. Fill out our online form (via Typeform) by clicking here.
   Or
2. Sign and return the form below to your child's teacher.

Contact Information

If you have any questions regarding this study, your child's data, or data protection rights, please contact the Eedi research team or our Data Protection Officer:

- Chelsea Burdett: chelsea.burdett@eedi.com
- Dr Bibi Groot: bibi.groot@eedi.com
- Data Protection Officer: dpo@eedi.co.uk

I= Eedi

Consent form: Your choices about participation and data use

If you DO NOT want your child's data to be included in the study, return this form to your child's teacher or fill in this online form.

☐ I do not give permission for my child's data to be used in the Eedi research study.

Helping us improve our safety checks
We may use your child's messages to help test and improve our safety checks. Before we use them, we remove names and rewrite anything sensitive, so the messages can't be linked to your child. If you'd prefer us not to, tick the box below and return this form to your child's teacher. Your child can still take part in the session either way.

If you DO NOT want your child's de-identified interaction data to be used to improve Eedi's AI moderation and safety system, return this form to your child's teacher or fill in this online form.

☐ I do not want my child's de-identified messages used to help improve Eedi's safety checks.

You can change your choices at any time by contacting your child's school.

Child's Name: _____

School Name: _____

Class/Year Group: _____

Parent/Carer Name: _____

Signature: _____

Date: _____