

Data Protection Impact Assessment

Story Wizard · A trading name of Wizardtec Ltd

This Data Protection Impact Assessment (DPIA) describes how Story Wizard processes personal data, the safeguards in place, and the residual risks. It is provided to assist schools and parents in their own due diligence. It reflects the platform as operated by Wizardtec Ltd at the version date below.

1. Overview of processing

Story Wizard enables a child (aged 6–14), with adult involvement, to create an original story which is then generated as an illustrated book, professionally printed by our print partner and posted to the customer. The purpose of processing is solely to create and fulfil that book, and where consented, to send marketing offers.

2. Data controller

Wizardtec Ltd (Company No. 17294179), registered in England & Wales, is the data controller for direct consumer orders. ICO registration number ZC179445. Contact: help@storywizard.uk. For orders placed by a school on behalf of its pupils, the **school is the data controller** and Wizardtec Ltd acts as a data processor on the school's instruction.

3. Personal data processed

Data	Who	Why
Child's first name	Child / school	Appears on the book as the author; used in the story
Child's age / age band	Child / school	To pitch the story at an appropriate reading level
Story idea & characters	Child / school	The creative input used to generate the book
Delivery name & address	Adult / school	To print and post the book
Contact email	Adult / school	Order confirmation, delivery updates, support
Marketing preference	Adult	Only if the adult opts in to receive offers

We do **not** collect or store payment card details. We do not create child accounts, and we do not collect special category data. In the schools model, we do not collect individual pupils' home addresses or parents' contact details — the school's own contact and delivery details are used.

4. Sub-processors & data flows

Processor	Role	Data shared
Vercel	Application hosting (edge network)	Order data in transit
Cloudflare	DNS and network-edge protection	Traffic routing; no order data stored
Neon (PostgreSQL)	Database storage	Order records; UK/EU region
Stripe	Checkout & address collection	Name, delivery address, email (card only when a card payment is taken)
Lulu (print partner)	Printing & fulfilment	Book files, recipient name & delivery address

OpenAI / Anthropic	AI story & illustration generation	Child's first name, age, story idea (US-based)
Email provider	Transactional email	Recipient email address

The child's first name and story idea are transmitted to our AI providers (OpenAI / Anthropic) to generate the book; these providers are US-based and process the data under their standard data-processing terms and appropriate transfer safeguards. Order data at rest is stored in a UK/EU region. Traffic is protected in transit by HTTPS/TLS, and our infrastructure allows us to control API request rates directly, reducing exposure compared with typical shared hosting.

5. Lawful basis

For direct consumer orders, the lawful basis is **contract** (processing necessary to create and deliver the book the customer has ordered). Marketing emails rely on **consent**, given only where the adult opts in, and withdrawable at any time. For school orders, the school determines the lawful basis for its pupils and obtains any parental consent required; Wizardtec Ltd processes on the school's documented instruction.

6. Retention

- **Schools:** invoice and financial records are retained for as long as required by HMRC (UK tax law), then deleted.
- **Consumer orders:** financial records required by HMRC are retained for the legally required period; other personal data is deleted after 12 months, unless the individual has subscribed to marketing.
- **Marketing subscribers:** contact details are retained until the individual unsubscribes.

7. Key risks & mitigations

Risk	Mitigation
Inappropriate story content reaching a child	Automated content controls; blocklist on story ideas; human review of every book before printing; teacher supervision in schools
Child data transferred to US AI providers	Only first name, age and story idea are sent; no contact details or addresses; providers bound by data-processing terms
Unauthorised access to order data	HTTPS/TLS in transit; UK/EU database region; access restricted; no card data held
Child contacted by strangers	No accounts, no chat, no messaging, no public content — risk designed out
Data kept longer than needed	Defined retention schedule with automatic deletion (section 6)

8. Data subject rights

Individuals may request access to, correction of, or deletion of their personal data by contacting help@storywizard.uk. Requests are handled in line with the UK GDPR. For school orders, requests should ordinarily be directed to the school as controller, and we will assist the school in responding.

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Version 1.0. This DPIA is provided in good faith to support schools' due diligence and should be reviewed by the school's own data protection lead against its specific circumstances. It does not constitute legal advice.