

# Supporting Better Educational Tools through Responsible Use of Educational Data

## Purpose of this document

This document sets out Pobble's approach to:

- the ethical use of responsibly governed educational content and educational insights
- the governance of datasets created through the platform
- how educational content and insights may responsibly support the improvement of educational tools and services

It is intended to provide a clear framework for responsible data use.

## How Pobble Uses Data (Summary)

### 1. Core Platform Purpose

- support the teaching of writing, provide feedback, and support moderation and assessment processes

### 2. How Data Is Used

- improve Pobble
- improve educational tools
- support research and development
- support approved educational partnerships under defined governance and contractual controls

### 3. Safeguards

- anonymisation
- governance
- no advertising / political use

# Supporting Better Educational Tools Through Responsible Partnerships

At Pobble, our mission has always been to support teachers, improve writing outcomes, and help children develop as confident writers and learners.

For more than a decade, Pobble has worked alongside schools, educators, moderators, and education leaders to support writing, feedback, moderation, and assessment in real classroom environments.

Through this work, educational content and assessment insights have been created within the platform under defined permissions, governance processes, and educational agreements.

Unlike generic internet datasets, Pobble's educational content reflects authentic classroom conditions, age-appropriate writing development, teacher feedback, and real educational workflows.

As educational technology and AI continue to evolve, we believe educational content and insights can play an important role in improving the quality, safety, usefulness, and educational value of tools used in schools.

This includes helping improve:

- writing feedback systems
- moderation and assessment tools
- accessibility and literacy support
- educational evaluation systems
- teacher workload reduction

We also believe this responsibility must be handled carefully, transparently, and always with the long-term interests of teachers, schools, parents, and learners in mind.

## Our Principles

### 1. Education-Focused Use

We only work with organisations whose products, services, or research are intended to support education, teaching and learning, literacy, assessment, accessibility, safeguarding, or learning outcomes.

We do not support the use of educational data for advertising, political profiling, behavioural targeting, or unrelated commercial exploitation.

### 2. Responsible Development & Partnerships

We may work with carefully selected partners to improve educational tools, systems, and services where these support positive educational outcomes.

This may include improving:

- writing and literacy tools
- assessment and moderation systems
- educational feedback tools
- accessibility technologies
- educational evaluation systems
- educational research initiatives

Any partnership must align with Pobble's educational mission and governance standards.

We carefully assess potential partners before entering into any agreement involving educational content or data.

### **3. Governance and Data Protection**

We take privacy, governance, and data protection seriously.

Where responsibly governed educational content and insights are shared for approved purposes:

- personal data is removed, anonymised, or pseudonymised in accordance with defined data protection standards and the intended use case
- access is restricted and contractually governed
- data usage is limited to agreed purposes
- partners are expected to maintain appropriate security and governance standards
- partners must not use Pobble data to develop systems intended for non-educational or unrelated commercial purposes

Pobble data must never be used for advertising, political profiling, behavioural targeting, or purposes unrelated to education. Approved partners may only use data for the specific educational purposes agreed with Pobble. Pobble does not permit approved partners to redistribute raw educational data to third parties.

### **4. Transparency**

We are committed to being transparent about how educational content may be used within our products, services, and approved partnerships.

We aim to ensure our policies, terms, and agreements are understandable for schools, educators, parents, and pupils.

### **5. Human-Centred Education**

We believe AI should support educators, not replace professional expertise and judgement.

Pobble's approach combines technology with the experience of teachers, moderators, and education professionals to help improve trust, consistency, and educational quality.

## Why Pobble's Educational Content Is Different

Pobble's platform has been shaped over many years by real classroom practice, teacher expertise, and professional moderation.

This means the educational content and insights created through Pobble are rooted in how writing is genuinely taught, assessed, reviewed, and supported in schools.

Much of Pobble's educational content reflects genuine developmental writing patterns created by children and young people within authentic classroom contexts. Unlike generic internet datasets, Pobble's educational content reflects authentic classroom conditions, age-appropriate writing development, teacher feedback, and real educational workflows.

Depending on the source and context, our datasets may include:

- writing produced within genuine educational environments
- professionally moderated assessment data
- teacher-reviewed and curriculum-linked content
- age-appropriate educational writing
- contextual educational metadata

We believe educational datasets of this quality can help improve the accuracy, safety, usefulness, and educational value of educational systems, products, and services (including AI-based systems) designed for schools, teachers, parents, and learners.

## Long-Term Stewardship

We recognise the responsibility that comes with stewarding educational content and insights carefully and transparently.

Our goal is to support the development of better educational tools and systems that benefit learners, teachers, schools, and families over the long term.

## Governance and Safeguards

Where educational content or insights are used to improve educational systems or services:

- access is restricted and contractually governed
- approved partners must meet defined governance standards
- personal data is removed, anonymised, or pseudonymised where appropriate
- data may only be used for agreed educational purposes
- partners may not attempt to identify individuals

- Pobble does not permit use for advertising, profiling, political targeting, or unrelated commercial activities

We continually review our governance processes to ensure they remain aligned with evolving educational, ethical, and legal expectations.