

Terms of Service

 Last updated 11 June 2025

These Terms of Service ("Terms") outline the rules and regulations for the use of the askKira.com website ("the Website" or "the Service"), operated by Public Sector Analytics Ltd ("us," "we," "our," or "the Company").

By accessing this Website, we assume you accept these Terms in full. Do not continue to use the Website or Service if you do not accept all of the Terms stated on this page.

Use of the Service & Service Expectations

You must be at least 18 years old to use this Service.

Your use of the Service is subject to compliance with these Terms, as well as any additional terms, guidelines or rules published on the Website that relate specifically to optional features (e.g. beta trials or integrations). These shall not override or expand your core obligations under this Agreement unless expressly agreed in writing.

The service is intended as an AI assistant for educational and informational purposes only. It should not be construed as delivering real-time or the most current information. While we strive for accuracy, we cannot guarantee that all information provided by our AI service is accurate, complete or current; any developments after the last update of the underlying AI model may not be reflected.

We are committed to continuously exploring and implementing innovative solutions to enhance the AI's knowledge base. Users should be aware that there may be delays in incorporating the latest information due to the nature of AI model development and training.

Our service is designed to guide and assist you with expansive thinking and problem-solving. It is not intended to replace the need for professional advice or regulatory compliance. Users are encouraged to consult qualified professionals for advice on regulatory matters.

Service Level Agreement

We commit to maintaining 99.5% uptime of the askKira.com service each calendar month, excluding scheduled maintenance or issues outside our control (e.g., internet disruptions or force majeure events). Downtime refers to periods where the Service is inaccessible or significantly impaired.

If the Service fails to meet this uptime commitment in any given month, you have the right to:

- Receive service credits as compensation

- Terminate your contract without penalty in the event of repeated service failures, defined as failing to meet the 99.5% uptime commitment for three consecutive months.

We host our platform on Amazon Web Services (AWS) in the London (eu-west-2) region to ensure compliance with UK data residency requirements and to benefit from AWS's region-level infrastructure resilience and failover capabilities.

Role as Data Processor

askKira operates as a data processor, acting on the instructions of your institution (the data controller) when handling user-submitted content. A formal Data Processing Agreement will be provided as part of your contract.

Data Protection & Processing

When using our services, we advise that information entered avoids including personal or sensitive details, particularly relating to students, pupils, people under 18 or special category data where not necessary. Please make best efforts to remove or obscure identifying information that isn't essential for your query.

All data entered into the platform either through account setup or user input is processed in real-time to generate responses, after which it is only stored for user-facing features (such as saved conversations, account profile data or automatic organisational insights).

We apply a privacy-by-design approach, meaning:

- We collect the minimum data required to deliver the service
- All processing takes place within a secure UK-based environment hosted on Amazon Web Services (London region)
- Data is encrypted both in transit and at rest
- User access is managed through secure authentication protocols
- All backend services are protected through role-based access control, logging and strict permission boundaries

Data Retention and Deletion

Users can delete their own chat history via the interface. If administrators require content to be deleted at an organisational level, we can action this on request. All such deletions are permanent.

Chat history is retained for as long as a user has an active account, unless they or their organisation choose for it to be deleted. Upon request, we can implement automatic data deletion after a set period to support your organisation's records management policy.

Data Usage and Sharing

No user-submitted content is shared with third parties, used to train language models, viewed by others (except those authorised by your organisation), or sold or transferred to third-party products or services, either directly or through partnerships.

In the rare event that technical support requires access to user-submitted content, it would only be by an authorised individual who holds an up-to-date DBS check.

Intellectual Property

All intellectual property rights, including but not limited to copyrights, trademarks and patents, associated with the Website and its content, are either owned by the Company or have been licensed to the Company. This includes, but is not limited to, the design, text, graphics, images, video, information, software and other content available on or through the Service.

There is no transfer of intellectual property when content is submitted to askKira. The interaction is best understood as akin to a teacher reading a piece of work — in this case, the review is done by a model rather than a person. askKira processes user-submitted content purely to generate a response in the moment. No IP rights are reused or transferred to us. The original author or organisation retains full rights over any content submitted to the platform. Any materials, drafts or derivative outputs created using the Service, whether generated wholly or in part through interaction with the AI, shall be owned by the organisation submitting the input. The Company makes no claim over these outputs.

You may not reproduce, modify, distribute or otherwise use any of the Company's intellectual property without the prior written consent of the Company, unless expressly permitted by these Terms or applicable laws.

Limitation of Liability

The Website and its content are provided "as is" without any warranties, express or implied.

Nothing in these Terms shall limit either party's liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or breach of the terms implied by section 2 of the Supply of Goods and Services Act 1982.

The Company shall not be liable for any direct, indirect, incidental, consequential or punitive damages arising out of your use or inability to use the Service.

Governing Law

These Terms are governed by and construed in accordance with the laws of the UK, and any disputes will be subject to the exclusive jurisdiction of the courts of the UK.

By using the Website or Service, you agree to comply with these Terms. If you do not agree with these Terms, please do not use the Website or Service.

For any questions or concerns regarding these Terms, please contact us at info@askkira.com

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