

Calendar Terms & Acceptable Use Policy

Last modified: July 28, 2026

1. ABOUT THESE TERMS

These Terms of Use ("Terms") govern your access to and use of the Sprint Education Marketing Calendar (the "Calendar"), available on Sprint Education's website (www.sprint-education.com).

The Calendar is provided by Sprint Media Limited ("Sprint", "we", "us", "our"), a company registered in England and Wales with company number 6177833, VAT registration number 914694601, whose registered office is at Sprint Media Limited, B1 The Courtyard, Tewkesbury Business Park, Tewkesbury, GL20 8GD.

By creating an account or otherwise using the Calendar, you confirm that you accept these Terms and that you agree to comply with them. If you do not agree, you must not use the Calendar.

Your use of the Calendar is also governed by our Privacy Policy at www.sprint-education.com/legal/privacy-policy and our Cookie Policy at www.sprint-education.com/legal/cookie-policy.

2. WHO MAY USE THE CALENDAR

The Calendar is provided for use by organisations and their staff in a professional capacity. To register you must:

- be at least 18 years old;
- register using a valid work or organisational email address (we do not accept personal or free webmail addresses); and
- be acting on behalf of a business, charity, institution or other organisation, not as a consumer.

The Calendar is not intended for use by parents, pupils or members of the public seeking term dates for personal purposes.

3. YOUR ACCOUNT

You are responsible for keeping your account credentials confidential and for all activity that takes place under your account. Accounts are personal to you and must not be shared with, sold or transferred to anyone else, including colleagues.

You must give us accurate registration information and keep it up to date. If you believe your account has been accessed without your permission, you must tell us immediately at info@sprint-education.com.

We may suspend or restrict access, or apply temporary lockouts, where we detect repeated unsuccessful sign-in attempts or other activity that may indicate misuse.

4. WHAT THE CALENDAR IS, AND WHAT IT IS NOT

The Calendar is a free planning resource. It brings together term dates, local authority term and holiday dates, examination periods, funding and procurement deadlines, and other events relevant to organisations that market and sell to schools, together with our own commentary and suggested actions.

The Calendar is provided for general information and planning purposes only. It does not constitute professional, legal, financial or marketing advice, and it must not be relied upon as the sole basis for any decision.

5. ACCURACY OF DATES & CONTENT

We compile Calendar content from published and publicly available sources, including local authority websites, awarding bodies, government departments and school publications, and we make reasonable efforts to keep it accurate and current.

However:

- dates published by third parties change, and are frequently amended without notice;
- individual schools, academies, trusts and independent schools regularly set term dates that differ from their local authority's published dates;
- some dates for future academic years are estimated or provisional and have not been confirmed by the relevant authority; and
- our commentary, recommended actions and suggested campaign timings are opinion, not fact.

You must verify any date with the relevant school, local authority or awarding body before you rely on it, in particular before committing marketing spend, booking print or postal production, scheduling campaigns, or entering into any contract.

We accept no liability for any loss, cost or inconvenience arising from reliance on Calendar content. If you spot an error, please tell us at info@sprint-education.com and we will investigate each case.

6. CALENDAR SYNCHRONISATION & FEEDS

The Calendar allows you to subscribe to events from your own calendar application using a private subscription link (an iCal feed URL).

- Feed URLs are unique to your account and must be treated as confidential. Anyone with the URL can view the events it contains.
- You must not publish a feed URL on a website, share it publicly, or embed it in any product or service made available to third parties.
- Feeds are provided for your own use within your organisation only.
- We may change, regenerate or revoke a feed URL at any time, including where we believe it has been shared or misused, or where your account is closed.
- The frequency with which your calendar application refreshes a feed is controlled by that application, not by us. Events shown in your own calendar may therefore lag behind the Calendar.

7. ACCEPTABLE USE

You may use the Calendar for your own internal business purposes. You must not:

- scrape, crawl, harvest, bulk-download, index or systematically extract the Calendar's content or underlying data by any automated or manual means;
- copy, republish, redistribute, licence, sell, rent or otherwise commercially exploit the Calendar's content, in whole or in substantial part;
- incorporate Calendar content into any product, dataset, database, application or service that you make available to any third party;

- reverse engineer, decompile or attempt to derive the source code or structure of the Calendar;
- attempt to gain unauthorised access to the Calendar, any account, server or network connected to it, or circumvent any access control, rate limit or security measure;
- introduce any virus, malware or other harmful code, or take any action that imposes an unreasonable load on our infrastructure;
- register an account using false details, another person's details, or an email address you are not authorised to use; or
- use the Calendar for any unlawful purpose, or in breach of any applicable law or regulation.

Where you submit free-text information to us (for example, when telling us about your marketing challenges), you must not submit anything unlawful, offensive, confidential to a third party, or containing personal data about other people.

We may suspend or terminate your account immediately, without notice, if we reasonably believe you have breached this section.

8. INTELLECTUAL PROPERTY

The Calendar, including its selection, arrangement and compilation of dates, its categorisation and tagging, its written commentary, recommended actions and campaign guidance, and its design, branding, layout, graphics and software, is owned by or licensed to Sprint Media Limited and is protected by copyright, database right and other intellectual property laws.

Underlying factual information, such as a local authority's published term dates, is public information and is not claimed as our property. Our rights subsist in the compilation, presentation and commentary.

You are granted a limited, non-exclusive, non-transferable, revocable licence to access and use the Calendar for your own internal business planning purposes for as long as your account remains open. All other rights are reserved.

"Sprint Education" and our logos are trademarks of Sprint Media Limited and may not be used without our prior written permission.

9. THIRD-PARTY LINKS & CONTENT

The Calendar contains links to third-party websites, resources, articles and offers, including our own blog, whitepapers and promotional content, and links to local authority and government sources. Those links are provided for convenience only. We do not control third-party sites and are not responsible for their content, accuracy, availability, pricing or terms. Following a link is at your own risk and subject to that third party's terms and privacy policy.

10. COMMUNICATIONS

We will send you service messages relating to your account, such as verification, password reset, security and service change notices. These are necessary to operate your account and cannot be opted out of while your account remains open.

Where you have consented, or where we are otherwise permitted to do so, we may send you marketing communications about our products, services, research and events. You can unsubscribe at any time using the link in any marketing email, or by contacting info@sprint-education.com. Unsubscribing from marketing does not close your account.

11. AVAILABILITY, CHANGES, & WITHDRAWAL

The Calendar is provided free of charge and on an "as is" and "as available" basis. We do not guarantee that it will be available uninterrupted, error-free or secure, and we may suspend, withdraw, restrict, close any account, or change all or any part of it, including any event, dataset or feature, at any time and without notice.

We may also cease to offer the Calendar altogether. Where practicable we will give registered users reasonable notice before doing so.

12. SUSPENSION, TERMINATION, & ACCOUNT CLOSURE

You may close your account at any time by contacting info@sprint-education.com or using the account closure option within the Calendar.

We may suspend or terminate your account where you breach these Terms, where we suspect misuse, where your account has been inactive for a prolonged period, or where we withdraw the Calendar.

On termination, your right to use the Calendar ends immediately, your saved events and settings will be deleted, and any feed URLs issued to you will stop working. Sections 8, 13, 14 and 16 survive termination.

13. DISCLAIMERS & LIMITATION OF LIABILITY

Nothing in these Terms limits or excludes our liability for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, or for any other liability that cannot lawfully be limited or excluded.

To the fullest extent permitted by law:

- we exclude all conditions, warranties, representations and other terms that might otherwise be implied into these Terms, including as to accuracy, completeness, satisfactory quality or fitness for a particular purpose;
- we will not be liable to you for any loss of profits, loss of sales, business or revenue, loss of anticipated savings, wasted marketing, print or production expenditure, business interruption, loss of goodwill, or any indirect or consequential loss arising out of or in connection with your use of, or inability to use, the Calendar or your reliance on any content in it; and
- our total aggregate liability to you in connection with the Calendar, whether in contract, tort (including negligence), breach of statutory duty or otherwise, shall not exceed £0.

You acknowledge that the Calendar is provided free of charge and that these limitations are reasonable in that context.

14. INDEMNITY

You agree to indemnify us against any claims, losses, damages, costs and expenses (including reasonable legal fees) arising from your breach of these Terms, your misuse of the Calendar, or your unlawful use of any content obtained from it.

15. CHANGES TO THESE TERMS

We may amend these Terms from time to time. The version in force is the version published on this page, and the "Last updated" date shows when it was last changed. Where changes are material, we will notify registered users by email or by a notice within the Calendar. Continuing to use the Calendar after a change takes effect means you accept the amended Terms.

16. GENERAL

- **Entire agreement:** these Terms, together with our Privacy Policy and Cookie Policy, form the entire agreement between you and us in relation to the Calendar.
- **Severance:** if any provision is found to be unlawful or unenforceable, the remaining provisions continue in force.
- **No waiver:** a delay in enforcing any provision is not a waiver of our rights.
- **Assignment:** you may not transfer your rights under these Terms. We may transfer ours to a group company or to a purchaser of our business.
- **Third-party rights:** no one other than you and us has any right to enforce these Terms.
- **Governing law and jurisdiction:** these Terms and any dispute arising out of them are governed by the law of England and Wales, and the courts of England and Wales have exclusive jurisdiction.

17. CONTACT US

Questions about these Terms, or about content in the Calendar, should be sent to: Sprint Media Limited, B1 The Courtyard, Tewkesbury Business Park, Tewkesbury, GL20 8GD. Email: info@sprint-education.com.