



Privacy Policy

At Baby World and Me, we know that privacy and security is a major concern. We have set out the procedures we use for safeguarding your personal data. Please read this Privacy Policy carefully and check it occasionally as it could change from time to time. This privacy policy adheres to the guidance set out by The EU General Data Protection Regulation (GDPR) (EU) 2016/679.

Baby World and Me's Privacy Promise

Baby World and Me are dedicated to safeguarding your privacy online. We will only collect, store and use your personal information for specific purposes as outlined below in accordance with GDPR. We use your personal information to support and develop our connection with you. We will never share your personal data to 3rd parties unless required by law and your data is always protected. We do use 3rd party services, however they are also GDPR compliant, will never sell your data and will protect it at all times. The majority of 3rd party services we use will have minimal access to data, if any at all. You can contact Baby World and Me www.babyworldandme.co.uk/contact-us with any privacy queries or concerns and to see the personal data you have given us and request modification.

Personal data means any information relating to an identified or identifiable natural person. This can include name, email address, address, and much more.

Your information

When you register on our website to purchase services, we ask for data such as your name, baby's name and age, e-mail address and contact details. Baby World and Me keeps a record of this information to be able to respond to your enquiry and for ensuring we fulfil our contract with you.

The only personal information we hold is what customers provide to us when they book classes, pay for services and contact us on our website, via email or telephone.

We share it with nobody, however it is stored on relevant systems such as cloud systems, Google Drive and accounting systems which are GDPR compliant. If we are required by law to share any information, we will check with each party concerned to ensure they are happy for that to happen. An example of this would be if HMRC requested an audit.

We store your personal data for as long as customers remain active members. We follow guidance relating to The General Data Protection Regulation which states that personal data must be kept "no longer than is necessary". Baby World and Me does request or store personal data of a "sensitive nature". Email addresses are stored until consent is withdrawn, re-consent is requested every 2 years. Information required for tax and legal requirements are held for 7 years as a requirement by law.



We keep a record of any orders you make from us, so we can help to deal with any enquiries or problems you may have in the future, and so we can ensure that any information that we send to you is appropriate.

When you place an order or contact Baby World and Me we give you the option to opt in to occasional news and offers. We won't spam you we promise! We keep a record of any e-mail communication you send us, so we can track any problems or concerns you've had.

How we use your personal data

All the data we gather via our website or through communication with you is used to operate and expand the service we offer you and to personalise our service. How we use your personal data is dependent on the legal basis for processing your data. We are dedicated to using your personal data only for:

1. Processing your orders for our service correctly. For example when you book and pay for classes ask for information to identify who has made payment via PayPal.
2. Maintenance of class registers so we can contact you if class times are changed or cancelled. We also maintain class registers so we have an accurate record of who is in class. This is important for health and safety reasons if for example we needed to leave class premises due to a fire alarm and to make sure everyone had exited.
3. Providing you with information about the services we offer.
4. Letting you know about offers and news.

Requesting Your Information

If you would like to review the data you have provided to us because you feel that what we presently have on record is incorrect, and/or you would like your data erased from our records, you can so do by contacting us using the contact details below.

www.babyworldandme.co.uk/contact-us

Under GDPR you have a right to be forgotten, to withdraw your consent, to change information we hold about you, and to restrict processing. Baby World and Me are more than happy to comply with this in accordance with the law.

How we protect data

You recognise that the Internet is not a 100% secure platform for communication and, accordingly, we cannot guarantee the security of any data you send to us (or we send to you) via the Internet. We are not responsible for any damages which you, or others, may suffer as a result of the loss of confidentiality of such information. However, we use SSL (Secure Sockets Layer) technology on our website when we process information (look for the https) which establishes encrypted links between a web server and a browser in an online communication. The usage of SSL technology ensures that all data transmitted between the web server and browser remains encrypted.



We take every precaution to safeguard your information. All personal data stored by us is kept on a password protected computer in a secure environment. The computer on which work is conducted on is password protected, data held in the cloud is password protected and held on encrypted systems and third-party software have their own security systems.

The risks of a breach are minimal due to the precautions mentioned above being taken, and close monitoring is undertaken to ensure security systems are always up to date. Breaches will be identified, reported, managed, and resolved according to the ICO guidelines.

All Baby World and Me data is held for only as long as necessary. We store sensitive data for as long as projects are in progress. Information required for tax and legal requirements are held for 6 years as a requirement by law.

We do not store or process your card details ourselves, they are processed by PayPal. Please see PayPal's privacy policy for their information on this matter.

Use of Cookies

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies are small files saved to the user's computers hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computers hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

Other cookies may be stored to your computers hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.



Changes to this privacy policy

We reserve the right to amend our privacy policy, whilst keeping it within all appropriate legislation and guidelines. We will do all we can to ensure that these pages show the most up to date information always and may notify you of such changes by uploading the revised privacy policy and terms and conditions on the Baby World and Me website www.babyworldandme.co.uk/terms-conditions

Further information

If you have questions about your personal data or our privacy policy, please contact us www.babyworldandme.co.uk/contact-us/ or email hello@babyworldandme.co.uk. The information above can also be used to contact our registered Data Protection Officer.