

Joyful Babies Privacy Policy

This privacy policy describes how Joyful Babies ('we' and 'us') collect, retain, use and store your information when you (whether you are a person or a business) interact with Joyful Babies via our website and mailing lists, or visit us for classes or courses.

Joyful Babies is compliant with the General Data Protection Regulations (GDPR). We process personal client data to facilitate the booking of our classes and courses. We do not share any data we hold with third parties.

Our website – viewing & cookies

We collect very little information from the viewers' visits to our website. No personal information is collected from our visitors. The website statistics gathered by our web hosting company records server requests only, e.g. the IP address and date of visit. This is similar to every other server on the web.

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Our booking system

Our client data is stored via a secure third-party cloud software application whose privacy policy is available upon request. Data we collect from you for the purposes of booking our classes:

- Your Name
- Your Address
- Telephone numbers (normally your mobile – so that we can send you a text should classes be cancelled for whatever reason)
- Email addresses
- Your children's names and dates of birth (if applicable)
- Due date (if applicable)
- Medical history (if applicable)

Our mailing list

Our mailing lists are stored via secure third-party cloud email clients whose privacy policies are available upon request. Data stored in these applications contains the following information only:

- First name
- Last name
- Email address

We keep the number of communications we send to a minimum, and will only send you information related to the following:

- Booking confirmations and reminders
- Payment receipts
- Joyful Babies Newsletters
- Offers and promotions

Data relating to children

We will not collect data relating to children without the express permission of a parent or legal guardian. In practice, we only collect and retain the following information relating to children:

- Child's name
- Date of birth
- Medical history (if appropriate)

Our lawful basis for processing your data

When you contact us via email or social media we may ask permission to store your details in our booking system and mailing lists.

For existing customers who are attending classes, we store, retain and use your data in order to provide the services agreed in your contract with us.

For new customers, we will require a positive opt in before we can send you communications such as newsletters.

For lapsed customers, we may from time to time, send you communications about our products and services which we believe you have a legitimate interest in receiving. You can opt-out of these communications at any time.

Protecting your data

Your data is stored via a small number of third-party cloud software applications with whom we have individual contracts and service level agreements. Each provider has their own security and privacy policy, copies of which are available upon request by contacting the Centre. Any internal data we hold is stored either on our own hardware or via cloud storage. All our internal systems are password protected and user access is restricted.

Data retention

We do not hold your data any longer than is necessary to provide you with our services or to comply with applicable law. We would expect to retain, store and use your data for the lifespan of your children's swim journey with us, or for the duration of any classes and courses you attend. Whilst we do not place a specific timeframe on the retention of our personal data, we periodically review our records and remove, edit, archive or delete data we deem surplus to requirements. Joyful Babies Ltd is also required, by law, to retain financial information relating to its business practices for up to 7 years.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Your rights

In accordance with the GDPR you have the following rights:

- to be provided with access to your personal data held by us;
- to request the rectification or erasure of your personal data held by us;
- to object to the collection of your data and request that we cease processing your data;
- to request that we restrict the processing of your personal data while we investigate your concerns with this information;
- to object to solely automated processing; and
- to request that your data be transferred to a third party (data portability).

Request can be made by email to: enquiries@joyfulbabies.co.uk. Any request will be subject to an identity check and the first request will be free of charge. Any further request will be charge £10/request in order to cover the administrative cost of providing the information.

We will not use any personal information obtained via this website or mailing lists for any purpose other than that stated when the information is gathered. We adhere to the terms of the GDPR and take the security and value of any information you supply us very seriously. We will not share your information with any third party unless required to do so by legal requirement.