



# **BABY AFFINITY PRIVACY POLICY**

**May 2018**

At Baby Affinity we are committed to maintaining the trust and confidence of our customers and this includes protecting your privacy. This Privacy Policy details what information we gather from our customers and why, as well as letting you know how this information is stored and used.

## **The Information We Gather**

The following information is gathered from our customers through the online booking form at the time of booking a swimming course or class:

- \* Name of the child
- \* Names of parent/carer participating
- \* Child's date of birth
- \* Contact details including address, phone number and email address
- \* Medical conditions and health information relating to the child

If you make an enquiry, some or all of the above information may be gathered to enable us to give the most relevant information about our service, classes and courses.

## **What we do with your information**

As part of the registration and enquiry process, we collect some personal information from you – but only as much as is necessary to ensure that we are compliant.

## **Why this information is needed**

1. To keep you informed and give you the best possible service during the time you are a customer with us
2. Some of this information is considered to be sensitive data (e.g. medical information), we need this category of data to ensure we meet health & safety requirements.
3. To tell you about new products & services relating to those which you initially booked / enquired

4. To check our records are correct from time to time.

We will only contact you if you are a current Baby Affinity customer, have enquired about an Baby Affinity services or are a past customer. You have the option to withdraw your consent to marketing communication at any time. The easiest way to do this is to reply to a communication telling us you wish to unsubscribe.

### **Recording and sharing of information**

Your information will only be used for the purposes for which you have provided it.

Records are held securely via our online booking system, which is password protected. Registers are only printed when necessary and are used by teachers during the courses, these are kept securely.

It is a legal requirement to keep records for 7 years for auditing purposes, however, due to the nature of our business, we are required by law to retain records relating to children until they turn 21 years old.

If you have made an enquiry to us, your details will be stored securely on our database, which is password protected.

We will never sell or pass your details onto a third party.

### **Data Storage**

We have taken the appropriate technical and security measures to ensure that your data is protected and can only be accessed by authorised personnel.

Our online payments are processed securely by Worldpay. Only the details required to complete transactions are taken. We do not have access to or hold the debit/credit card details of our customers. The Worldpay Privacy Policy can be accessed via the link:

<https://www.worldpay.com/uk/privacy-policy>

Our booking system is operated by Zebranet, their Privacy Policy can be found via the link:

<http://www.zebranet.co.uk/GDPR>

### **Access to your personal information**

You have the right to request a copy of the information that we hold about you. You may ask use to correct or remove information you think is inaccurate. Simply email

[lesley@babyaffinity.co.uk](mailto:lesley@babyaffinity.co.uk).



### **Changes to this Privacy Notice**

This Privacy Policy is in effect from May 2018 and will be reviewed regularly. Any changes to this notice will be published on our website.

Should you have any questions or concerns relating to our Privacy Policy, please contact Lesley on 07795480496 / [lesley@babyaffinity.co.uk](mailto:lesley@babyaffinity.co.uk)