

# Privacy Policy – Little Wonder Worlds

Little Wonder Worlds is committed to protecting the privacy and personal information of the families who attend our classes. This Privacy Policy explains how we collect, use, store and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 1. Who We Are

Little Wonder Worlds is the **data controller** for the personal information you provide. This means we decide how and why your personal data is used.

If you have any questions about this policy or how your data is handled, please contact: [sharrie@littlewonderworlds.co.uk](mailto:sharrie@littlewonderworlds.co.uk)

## 2. Information We Collect

When you book or attend a Little Wonder Worlds class (including bookings made via Happity), we may collect:

- Names of parents, carers and children
- Dates of birth of children (and carers where relevant)
- Email addresses
- Phone numbers
- Addresses (where required for billing or insurance purposes)
- Emergency contact details
- Allergy information
- Booking and attendance information
- Payment information (processed securely by third-party providers)
- Marketing preferences
- Photography preferences

We only collect information that is necessary to deliver our classes safely and effectively.

## 3. How We Collect Your Data

Your personal data may be collected:

- When you book a class through **Happity**
- When you book directly with Little Wonder Worlds
- When you contact us by email, phone or social media
- When you sign up to newsletters or updates

When booking through Happity, some of your personal data is collected and processed by Happity, who act as a data processor on our behalf. Happity processes personal data in line with their own Privacy Policy and UK GDPR obligations.

## 4. Lawful Basis for Processing

# **Privacy Policy – Little Wonder Worlds**

Under UK GDPR, we rely on the following lawful bases:

- **Contract** – to provide booked classes and manage attendance
- **Legal obligation** – for safeguarding, insurance, and financial records
- **Legitimate interests** – to run and improve our services in a way parents would reasonably expect
- **Consent** – for marketing communications

You can withdraw consent for marketing at any time.

## **5. How We Use Your Data**

We use personal information to:

- Enrol you and your child in classes
- Manage bookings and attendance
- Communicate important class information (e.g. cancellations or changes)
- Respond to enquiries
- Meet safeguarding and insurance requirements

With your consent, we may also use your details to:

- Send newsletters or updates about Little Wonder Worlds
- Share information about future classes, events or offers

Marketing communications are only sent where you have actively opted in.

## **6. Who Has Access**

Access to your personal data is limited to:

- The owner of Little Wonder Worlds
- Any authorised facilitators or staff who require the information to deliver sessions safely
- Happity, as our booking and listing platform
- Trusted third-party service providers such as payment processors or email marketing platforms

All third parties are required to handle data securely and in line with UK GDPR.

## **7. How We Protect Your Data**

## **Privacy Policy – Little Wonder Worlds**

We take appropriate technical and organisational measures to safeguard your data, including:

- Secure, password-protected systems
- Use of reputable platforms such as Happity that comply with UK GDPR
- Limiting access to personal information
- Not storing personal data unnecessarily on personal devices

We have procedures in place to deal with any suspected data breaches and will notify relevant authorities and affected individuals where legally required.

### **8. Data Retention**

We retain personal information only for as long as necessary to:

- Provide our services
- Comply with legal, accounting and insurance requirements

Data is reviewed periodically and securely deleted or anonymised when no longer required.

### **9. Your Rights**

You have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request deletion of your data (where applicable)
- Object to or restrict certain processing
- Request data portability
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact: [sharrie@littlewonderworlds.co.uk](mailto:sharrie@littlewonderworlds.co.uk)

### **10. Marketing Preferences**

You can opt out of marketing communications at any time by:

- Clicking the unsubscribe link in any marketing email
- Contacting us directly

You will continue to receive essential service-related communications unless you request full data removal.

## **Privacy Policy – Little Wonder Worlds**

### **11. Cookies**

Our website and Happity's platform may use cookies. Cookies are small text files stored on your device that help websites function properly and understand how visitors use them.

Cookies may be used to:

- Enable website functionality
- Improve user experience
- Analyse site usage

You can manage cookie preferences through your browser settings.

### **12. Changes**

We may update this Privacy Policy from time to time. The most up-to-date version will always be available on our website or on request.