

Privacy Policy for Little Nest Baby Wellness

Last updated: 15/07/2026

1. WHO WE ARE

Little Nest Baby Wellness is committed to protecting your privacy and personal information.

Our details:

- Business name: Little Nest Baby Wellness
- Contact email: contact@littlenestbabywellness.co.uk
- Contact phone: 07525943706
- Address: Porthcawl, Wales
- Website: www.littlenestbabywellness.co.uk

We are registered as a sole trader - Little Nest Baby Wellness

2. WHAT INFORMATION WE COLLECT

We collect information that you give us directly and information that helps us provide our services safely and effectively.

2.1 Personal Information

- **Name** (full name)
- **Contact details** (email address, phone number, postal address)
- **Date of birth** or age (to ensure suitability for services)
- **Emergency contact information** (name and phone number)

2.2 Health & Medical Information

To provide our services safely, we collect:

For Baby Classes:

- Baby's date of birth
- Any health conditions or developmental concerns
- Vaccination status (for some classes)
- Allergies or sensitivities
- Feeding preferences (if relevant to class)

2.3 Booking & Payment Information

- Booking dates and times
- Classes/services purchased
- Payment history
- Block booking or course progress

2.4 Communication History

- Emails, texts, or phone conversations with you
- Feedback or reviews you provide
- Questions or concerns you raise

2.5 Marketing Preferences

- Whether you've opted in to receive marketing emails
- Your communication preferences

2.6 Technical Information (if you have a website)

- IP address
 - Browser type
 - Pages visited on our website
 - Cookie data (see our Cookie Policy)
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3. HOW WE COLLECT INFORMATION

We collect information:

- When you complete our booking form or registration
 - When you fill in our medical questionnaire
 - When you contact us by email, phone, or social media
 - When you make a payment
 - When you visit our website (through cookies)
 - During our classes or sessions (if you share information with us)
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4. WHY WE COLLECT THIS INFORMATION (LEGAL BASIS)

We collect and use your information for the following reasons:

4.1 To Provide Our Services (Contractual Necessity)

We need your information to:

- Confirm and manage your bookings
- Contact you about your classes or appointments
- Process your payments
- Provide services safely and appropriately for your needs

4.2 To Keep You Safe (Legitimate Interest & Legal Obligation)

We need health information to:

- Ensure our services are suitable and safe for you
- Modify activities if needed for your circumstances
- Respond appropriately in an emergency
- Meet our duty of care and insurance requirements

4.3 For Marketing (Consent)

With your permission, we may:

- Send you updates about our classes and services

- Share tips, articles, or resources
- Inform you about special offers or new programs

You can opt out of marketing at any time – just click "unsubscribe" in any email or contact us directly.

4.4 For Legal Compliance

We may need to keep certain information to:

- Comply with tax and accounting requirements
 - Respond to legal requests
 - Protect our legal rights
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5. HOW WE USE YOUR INFORMATION

We use your information to:

- ✓ Confirm your bookings and send appointment reminders
- ✓ Ensure you can safely participate in our classes or services
- ✓ Contact you about any changes to scheduled sessions
- ✓ Process payments and issue invoices
- ✓ Keep accurate records of your attendance and progress
- ✓ Contact you in an emergency
- ✓ Respond to your questions or concerns
- ✓ Send you marketing emails (only if you've opted in)
- ✓ Improve our services based on feedback
- ✓ Comply with legal and regulatory requirements

We will NEVER:

- ✗ Sell your information to third parties
 - ✗ Use your information for purposes you haven't agreed to
 - ✗ Share your health information without your permission (except in emergencies)
 - ✗ Send you marketing if you've opted out
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6. WHO WE SHARE YOUR INFORMATION WITH

We keep your information private and secure. We only share it when necessary:

6.1 Emergency Services

In a medical emergency, we may need to share your health information with:

- Emergency services (ambulance, paramedics)
- Hospital staff
- Your emergency contact

6.2 Service Providers

We may share limited information with:

- **Payment processors** (to process card payments) – e.g., Stripe, PayPal, GoCardless
- **Booking systems** – e.g., Bookwhen (where your data is stored)
- **Email platforms** – e.g., Mailchimp, ConvertKit (if we send newsletters)
- **Accountants** (for tax and financial record-keeping)
- **Data Collection** – e.g., Google Drive (for storage)

All third parties are carefully chosen and required to keep your data secure.

6.3 Insurance & Professional Bodies

We may need to share information with:

- Our insurance provider (in case of a claim)
- Professional bodies or regulatory organizations (if required for qualifications or complaints)

6.4 Legal Requirements

We may share information if required by law:

- Court orders or legal proceedings
- Safeguarding concerns (if we believe someone is at risk)
- Law enforcement requests

6.5 Venue Requirements

If we hire venues, we may need to provide:

- Your name for attendance registers
 - Contact details (if required for venue contact tracing or emergency procedures)
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7. HOW WE PROTECT YOUR INFORMATION

We take data security seriously and use appropriate measures to protect your information:

- ✓ **Password protection** - All digital files are password-protected
- ✓ **Secure storage** - We use encrypted, secure platforms
- ✓ **Limited access** - Only Jennifer Theodore (business owner) can access your data
- ✓ **Secure communication** - We don't send sensitive health information by unencrypted email
- ✓ **Regular reviews** - We regularly review who has access to what

7.1 Where We Store Your Information

Your information is stored:

- On secure, password-protected devices
- In cloud-based systems (e.g., Google Drive, Dropbox) with two-factor authentication
- In our booking system (Bookwhen)

All storage complies with UK GDPR requirements.

8. HOW LONG WE KEEP YOUR INFORMATION

We only keep your information for as long as necessary.

8.1 Active Clients

While you're actively using our services:

- **Contact & booking information:** For the duration of your use of our services
- **Health & medical information:** Until you stop attending or request deletion
- **Payment records:** Minimum 6 years (legal requirement for tax purposes)

8.2 Past Clients

After you stop using our services:

- **Financial records:** 6 years (HMRC requirement)
- **Contact details:** 2 years (in case you return or we need to contact you about past services)
- **Health information:** Deleted after 6 months of inactivity, unless required for insurance claims

8.3 Marketing

If you've opted in to marketing emails:

- We'll keep your email until you unsubscribe or 2 years of inactivity

8.4 Right to Deletion

You can request deletion of your data at any time (see Section 10 – Your Rights).

Note: We may need to keep some information if:

- Required by law (e.g., financial records)
 - Needed for legal claims or disputes
 - Necessary for insurance purposes
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9. CHILDREN'S INFORMATION

When you bring your baby or child to our classes, we collect minimal information about them:

- Name
- Date of birth
- Any health or developmental information relevant to safe participation

Parental responsibility: By providing this information, you confirm you have parental responsibility or legal authority to share this information.

Photos of children: We will NEVER post photos of babies or children on social media or marketing materials without explicit written consent from a parent/guardian (see our Photo Consent Form).

10. YOUR RIGHTS

Under UK GDPR, you have the following rights:

10.1 Right to Access (Subject Access Request)

You can request a copy of all the personal information we hold about you.

- We'll respond within 30 days
- This is free of charge

10.2 Right to Correction

If any information we hold is incorrect or incomplete, you can ask us to correct it.

10.3 Right to Deletion ("Right to be Forgotten")

You can ask us to delete your information, except where:

- We're legally required to keep it (e.g., financial records)
- We need it for legal claims
- It's necessary for insurance purposes

10.4 Right to Restrict Processing

You can ask us to limit how we use your information in certain circumstances.

10.5 Right to Data Portability

You can request your data in a common format (e.g., PDF or spreadsheet) to transfer to another provider.

10.6 Right to Object

You can object to:

- Marketing communications (opt out at any time)
- Processing based on legitimate interests

10.7 Right to Withdraw Consent

If we're processing data based on your consent (e.g., marketing), you can withdraw consent at any time.

How to exercise your rights: Email us at contact@littlenestbabywellness.co.uk or call 07525943706

We'll respond within 30 days.

11. COOKIES

Our website uses cookies to improve your experience.

What are cookies?

Small text files stored on your device that help our website function and remember your preferences.

What cookies we use:

- **Essential cookies:** Allow the website to function (e.g., remembering items in a booking form)
- **Analytics cookies:** Help us understand how visitors use our site (e.g., Google Analytics)

Managing cookies:

You can control cookies through your browser settings. However, disabling essential cookies may affect website functionality.

For more details, see our [Cookie Policy](#)

12. THIRD-PARTY LINKS

Our website and social media may contain links to other websites (e.g., booking systems, payment processors).

Please note: We're not responsible for the privacy practices of other websites. We encourage you to read their privacy policies.

13. INTERNATIONAL TRANSFERS

Your data is stored and processed in the UK.

14. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in:

- How we operate
- Legal requirements
- Technology we use

When we make changes:

- We'll update the "Last updated" date at the top
- We'll notify existing clients by email if changes are significant
- The updated policy will be available on our website

We encourage you to review this policy periodically.

15. HOW TO CONTACT US

If you have questions about this Privacy Policy or how we handle your data:

Contact us:

- Email: contact@littlenestbabywellness.co.uk
- Phone: 07525943706

We'll respond within: 3-5 working days

16. COMPLAINTS

If you're unhappy with how we've handled your data, you can:

1. **Contact us first:** Email contact@littlenestbabywellness.co.uk – we'll do our best to resolve your concern
2. **Contact the ICO:** If you're not satisfied with our response, you can complain to the UK's data protection authority:

Information Commissioner's Office (ICO)

- Website: ico.org.uk
 - Phone: 0303 123 1113
 - Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
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