



Walk-a-bye Baby Privacy Notice

The General Data Protection Regulations (GDPR) took effect on 25th May 2018. This means that as a business, Walk-a-bye Baby must adhere to some principles to ensure data is stored and recorded in the right way. Before this date, Walk-a-bye Baby has never sold or shared your data and has always taken you and your family's privacy extremely seriously and we will continue this approach within the GDPR Framework.

For those who subscribe on our website, we only email details of special offers and last-minute availability and you can unsubscribe at any time. For customers registered with us, we only ask for the minimum details to safely care for your child. If potential customers enquire via Facebook, email or text, we will store the message to be informed should you wish to register but we will not send you additional correspondence unless you have also subscribed on the website. We will store information for 2 years before disposing of it in a secure manner, except for subscribers on the website who can unsubscribe when our emails are no longer relevant to them. We use MailChimp and GoDaddy software to store data and they also adhere to the GDPR.

If you have any questions about the privacy notice, please email hello@walkabyebaby.co.uk.

Who we are?

The Data Controller for Walk-a-bye Baby is Jill Simpson. Contact her on 07966 507 136 or email hello@walkabyebaby.co.uk.

What information do we collect?

Subscribers: we only collect your email address if you are subscribing on the website.

Enquiries on website: we ask for your name and email address to enable us to respond to your query. This does not constitute subscribing and we will just respond to deal with your enquiry.

Registered Customers: to enable us to communicate effectively and care for your child safely, when you register, we ask you to complete a Client Profile Form. This form asks for your name and contact details and some basic health information on your child. We ask for this in case of a medical emergency while we are caring for your child. We take this form to the appointment otherwise it is stored in a locked filing cabinet. Payment is by cash or bank transfer therefore we will not have any of your financial data.

How do we use personal information?

- We use your information to communicate with you before, during and after caring for your child in relation to the appointment.
- We use your information to register your child on our secure computer system.
- Website subscribers will receive special offers and details of last-minute availability.
- We do not pass your information to any third parties except in a medical emergency or a child protection concern.

In relation to the data we gather at Walk-a-bye Baby, what are your rights under GDPR?

- You have the right to be informed on how your data is used as detailed in this privacy notice.
- You are in charge of your data and at any stage if you would like to remove your consent for us storing it, you can just email or call and we will remove all your details from our system.
- You have a right to know what we store about you and if you would like a copy, you can request it.
- You have a right to ensure the information we store on you is correct therefore if your circumstances have changed, you can update us with correct details.
- You have the right to restrict processing – this means that personal data can be stored but not processed.
- You have the right to object to your data being processed in certain ways and have the absolute right to stop being contacted for direct marketing.

Contact hello@walkabyebaby.co.uk or call 07966 507 136 to discuss any of the above. If you wish to find out more or make a complaint, you can contact the Information Commissioner's Office through www.ico.org.uk.

When do we share personal data?

We would only share your data in a medical emergency or if we have a child protection concern.

Where do we store and process personal data?

Data is stored in a locked filing cabinet and on a secure, password protected system. Subscribers' information will be processed through GoDaddy and MailChimp, both of whom adhere to GDPR.

How long do we keep your personal data for?

Walk-a-bye Baby will store Client Profile Forms (for registered customers) for 2 years. After this time both electronic and paper data will be deleted or shredded. Subscribers to the mailing list (by providing just an email address) will be subscribed until they choose to unsubscribe.

Linking to other websites / third party content

Walk-a-bye Baby may share links to third party sites – this notice does not cover these sites. Please check their sites for their privacy notice/policy.