

# Discovering



## MINDS

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### Privacy Policy

Discovering Minds is committed to protecting and respecting your privacy. This privacy policy explains how we collect, use, store and protect personal information when you attend our heuristic play sessions, in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

#### **1. Who We Are**

Discovering Minds provides heuristic play sessions for parents/carers and young children. For the purposes of data protection law, Discovering Minds is the data controller. If you have any questions about this policy or how your data is handled, you can contact us at:

**Email:** [info@discoveringminds.co.uk](mailto:info@discoveringminds.co.uk)

#### **2. What information we collect**

We may collect and store the following personal information:

- Parent/carer name
- Child's name and age
- Contact details (email address and/or phone number)
- Emergency contact details
- Relevant medical information, allergies, or additional needs (only where necessary to ensure your child's safety)
- Consent preferences (e.g., photography)

We only collect information that is necessary for the safe, effective, and lawful running of our sessions.

#### **3. How we use your information**

Your personal data is used for the following purposes:

- Managing bookings and attendance
- Communicating important information about sessions
- Ensuring the health, safety, and wellbeing of children and adults attending
- Meeting legal and safeguarding obligations
- Improving our services

We will never sell or share your data with third parties for marketing purposes.

#### **4. Lawful basis for processing**

Under UK GDPR, we process personal data on the following lawful bases:

- **Consent:** for photography, videography, and optional communications
- **Contract:** to provide the services you have booked
- **Legal obligation:** where we are required to keep certain records
- **Vital interests:** to protect a child's health or safety in an emergency

Sensitive information (such as medical or allergy details) is processed only where strictly necessary and with explicit consent.

## **5. Photography and videography**

From time to time, we may take photographs or videos during sessions for promotional purposes (e.g., website or social media).

- Separate consent is requested where appropriate at time of booking
- You may opt out at any time by informing us
- Images will be used respectfully and never shared with third parties without permission

**Children will never be named alongside images.**

## **6. Data Storage and Security**

We take data security seriously and have appropriate measures in place to protect your information.

- Data is stored securely (digitally and/or in locked storage)
- Access is limited to those who need it for legitimate purposes
- We regularly review our data handling practices

## **7. Data Retention**

We only keep personal data for as long as necessary:

- Booking and contact details are retained for a reasonable period after sessions end
- Medical and allergy information is deleted once it is no longer required
- Photography consent records are retained while images are in use

When data is no longer needed, it is securely deleted or destroyed.

## **8. Your Rights**

Under UK GDPR, 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)
- Withdraw consent at any time
- Object to or restrict certain processing

To exercise your rights, please contact us at [info@discoveringminds.co.uk](mailto:info@discoveringminds.co.uk).

## **9. Parental Responsibility**

Parents and carers remain responsible for supervising their children at all times during sessions, unless explicitly agreed otherwise.

## **10. Complaints**

If you are unhappy with how your data has been handled, please contact us first so we can try to resolve the issue. You also have the right to raise a concern with the Information Commissioner's Office (ICO), the UK's data protection authority.

## **11. Policy review**

This privacy policy may be updated from time to time to reflect changes in legislation or our practices. The most recent version will always be available on request.

***\*Last updated: February 2026***