

Privacy Policy

Effective Date: 1st September 2025

Wild Balance (“we,” “our,” or “us”) is committed to protecting your privacy and handling your personal data in compliance with the General Data Protection Regulation (GDPR). This Privacy Policy explains how we collect, use, and safeguard the personal information of parents/guardians and children when booking and participating in our kids’ yoga classes.

1. Data Controller

Wild Balance is the data controller responsible for your personal data. You can contact us at:

Wild Balance, 18 Abbeville Road, London, SW4 9NJ

hello@wild-balance.co.uk

+44 7946 531 205

2. Information We Collect

We collect and process the following personal data:

- Parent/Guardian Information – name, email, phone number, billing address, and payment details.
- Child Information – name, age, and any relevant health details (only where necessary to provide safe yoga instruction).
- Booking & Transaction Data – class registrations, attendance, and payment records.
- Technical Data – IP address, browser type, and website usage information (via cookies).

We do not collect more information than is necessary for the safe and effective delivery of our services.

3. Legal Basis for Processing

We process personal data only when we have a lawful basis to do so under GDPR, including:

- Consent – Parents/guardians provide explicit consent for the processing of their child’s information.
- Contract – To deliver the yoga classes and services you have booked.
- Legal obligation – To comply with accounting, tax, or health and safety requirements.
- Legitimate interests – To improve our services, provided these interests are not overridden by your rights.

4. How We Use Your Data

We use your personal data to:

- Register your child for classes and manage bookings.
- Communicate with parents/guardians about schedules, updates, or changes.
- Ensure the safety and wellbeing of children during classes.
- Process payments and maintain business records.
- Improve our website and customer experience.

5. Sharing Your Data

We will never sell your data. We may share it only with:

- Service providers (e.g., booking platforms, payment processors) under GDPR-compliant contracts.
- Instructors/staff who need limited data to provide safe instruction.
- Legal or regulatory authorities when required by law.

All third-party service providers are required to keep your information secure and use it only for the purposes specified by us.

6. Children's Privacy

- Our booking system is intended for parents/guardians, not children under 16.
- Parents/guardians have full control over their child's data and can request access, correction, or deletion at any time.

7. Data Retention

We keep personal data only as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or reporting requirements. After this period, data will be securely deleted.

8. Your Data Protection Rights

Under GDPR, you have the following rights:

- Access – Request a copy of the personal data we hold about you or your child.
- Correction – Ask us to correct any inaccurate or incomplete data.
- Erasure – Request deletion of your or your child's data ("right to be forgotten").
- Restriction – Limit how we process your data.
- Withdraw consent – At any time, without affecting the lawfulness of prior processing.

To exercise these rights, please contact us at hello@wild-balance.co.uk.

9. Data Security

We use appropriate technical and organisational measures to protect personal data, including encryption of payment data, secure storage, and restricted staff access.

10. Cookies

Our website uses cookies to improve your booking experience. You may control or disable cookies through your browser settings.

11. Complaints

If you believe your data protection rights have been violated, you have the right to lodge a complaint with your local Data Protection Authority.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website with the updated “Effective Date.”

Contact Us

If you have questions or requests regarding this Privacy Policy, please contact us at:

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