



# Privacy Policy

## Lily's Pad Swim School

Lily's Pad Swim School is committed to protecting and respecting your privacy. This privacy policy explains how we collect, use and protect any personal information that you provide to us through our website, booking systems, social media, or any other interaction with us.

All personal data provided by you will be held by Lily's Pad Swim School.

**Business address:** Beacon Fell View Holiday Park, Longridge, PR3 2TF

**Email:** [lilypadswimschool@gmail.com](mailto:lilypadswimschool@gmail.com)

**Phone:** 07745628898

**Website:** [www.lilypadswimschool.co.uk](http://www.lilypadswimschool.co.uk)

This policy applies to all personal data you provide to us. By registering for lessons, making enquiries, booking classes, or contacting us, you consent to the collection and use of your information in accordance with this policy.

Our website or communications may contain links to third-party websites or booking platforms. These organisations have their own privacy policies, and we do not accept responsibility for their policies or practices.

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## Information We May Collect

We may collect and process the following information:

- Parent or guardian name
- Child's name and date of birth
- Contact details including address, email and phone number
- Emergency contact details
- Relevant medical or health information
- Payment information (processed securely via third-party providers)
- Booking and attendance information
- Communication records between you and us

We use secure third-party systems including Swipe, Happity, GoCardless and Soakly to manage bookings and payments. Lily's Pad Swim School does not store your full card or bank details.

Some information you provide may be considered sensitive personal data under UK data protection law, such as medical conditions. We will only process this information with your consent and for the purpose of ensuring safety during lessons.

Please note that information sent via email or the internet cannot be guaranteed to be completely secure, and transmission is at your own risk.

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## **How We Use Your Information**

We use your information to:

- Provide swimming lessons and related services
- Manage bookings and payments
- Contact you regarding lessons, changes or enquiries
- Ensure the safety and wellbeing of swimmers
- Respond to questions or requests
- Improve our services
- Send important updates about classes or schedules

Where you have consented, we may also contact you about other classes, services or events that may be of interest. You can opt out of marketing communications at any time.

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## **Disclosure of Your Information**

We will never sell your personal data.

Your information may be shared with:

- Lily's Pad Swim School teachers or staff where necessary
- Secure third-party providers such as booking or payment systems
- Emergency services where required
- Authorities where we are legally required to do so

We only share information that is necessary to deliver our services safely and effectively.

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## **Security and Data Retention**

We take appropriate security measures to protect your information from unauthorised access, loss, misuse or damage.

We will only retain your personal data for as long as necessary to provide services to you and to meet legal, safeguarding and insurance requirements. When data is no longer required, it will be securely deleted or destroyed.

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## **Emergency Contact Information**

When you provide emergency contact details, we process this information under our legitimate interest to ensure we can respond appropriately in an emergency situation.

We will only use emergency contact details if needed for safety or legal reasons.

Emergency contacts do not have rights to access information about the child's participation in lessons unless authorised by the parent or guardian.

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## **Your Rights**

Under UK data protection law, you have the right to:

- Request access to the personal data we hold about you
- Request corrections to inaccurate information
- Request deletion of your data where legally permitted
- Withdraw consent for marketing communications
- Lodge a complaint with the Information Commissioner's Office (ICO)

To request access or make changes, please contact us using the details provided above.

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## **Changes to This Policy**

Any updates to this privacy policy will be posted on our website or provided directly to customers where appropriate.

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## **Contact**

If you have any questions about this privacy policy or how we handle your information, please contact:

**Lily's Pad Swim School**

Beacon Fell View Holiday Park, Longridge, PR3 2TF

lilyspadswimschool@gmail.com  
07745628898