

Tiny Messy Hands – Privacy Policy

1. Introduction & Purpose Tiny Messy Hands (“we”, “us”, “our”) is committed to protecting the privacy and personal data of our customers, families, and visitors. This Privacy Policy explains how we collect, use, store, disclose, and protect your personal data when you book with us, attend our sessions, use our website, or otherwise interact with us.

2. Data Controller We are the data controller for the personal data collected via our bookings, website, and sessions. We determine how and why personal data is processed.

3. What Personal Data We Collect We collect personal data to enable our service. This may include: - Contact details (name, email address, phone number) - Child details (name, age, dietary or allergy info as volunteered) - Payment details (via payment processors) - Booking history and attendance records - Photographs and video footage (if opted-in)

4. Lawful Basis for Processing We rely on lawful bases under UK GDPR / DPA 2018 such as: - Contractual necessity: processing data required to fulfil bookings, cancellations, refunds. - Consent: for optional processing such as promotional emails, photography, marketing. - Legitimate interests: for internal administration, improvement of services, and safe operations — but we balance these against your rights.

5. Purpose of Processing & Usage We use collected data for: - Managing bookings, payments, cancellations, refunds - Communicating with you about sessions, updates, newsletters - Operating safe sessions (e.g. allergy info, emergency contact) - Marketing, promotions, and social media (only when consented) - Producing photos/videos for our social media, website, or promotional use — only if you opt in upon arrival

6. Photography & Media At each session, we take photos and videos to capture the fun. On arrival, we offer every attendee the option to opt in or opt out of being photographed or filmed. If you choose to opt in, your images may be used on our social media, website, promotional materials, or adverts. If you opt out, your child's image will be excluded.

7. Sharing & Third Parties We do not share personal data with third parties for unrelated marketing or commercial purposes. Under exceptional circumstances (e.g., brand partnerships), we will only share data with your prior explicit consent, or under a lawful basis (contractual necessity or legitimate interest) and with provisions to protect your data. If you ever engage with a brand deal or promotional partner and we wish to share data, we'll notify you and request your permission. We may share data with service providers (e.g. payment processors, IT support, email software) under strict confidentiality agreements.

8. Retention Period We keep your personal data only for as long as necessary for the purposes for which it was collected (booking management, legal obligations, resolving disputes). After that, we anonymize or securely delete it.

9. Your Rights Under UK GDPR / DPA 2018, you have rights including: - Access your data (Subject Access Request) - Correction of inaccurate data - Deletion (right to be forgotten) - Restriction of processing - Objection to processing (especially marketing) - Data portability - Withdraw consent at any time (for things like marketing or photography) To exercise these rights, contact us at [contact email/ address]. You may also complain to the Information Commissioner's Office (ICO) if dissatisfied.

10. Cookies & Tracking Our website may use cookies or analytics tools. We will notify you about cookie use and provide choices to accept or reject non-essential cookies.

11. Security Measures We implement reasonable technical and organizational measures (passwords, secure servers, limited access) to protect your data against unauthorized access, loss, or alteration.

12. Children & Special Categories Our services involve children. Where personal data concerns children (e.g. name, allergies), we treat it with extra care. We only collect what is necessary and always with appropriate consent from parent/carer.

13. Policy Updates We may update this Privacy Policy from time to time. Any changes will be posted on our website with the effective date. We encourage you to check it periodically.

Important Legal Note about Sharing for Brand Deals Under UK law, sharing personal data without proper legal basis or without informing the data subject is prohibited. We must either have valid consent, or another lawful basis and ensure transparency. We would not share your details with a brand without first obtaining your informed consent.