

Privacy Policy

Business Name: Wee Ones and Workouts

Contact Email: emma@ems-pt.co.uk

Effective Date: January 2026

1. What Information We Collect

We may collect the following information:

- Parent/guardian name
- Baby's name and age
- Contact details (email address and phone number)
- Emergency contact information
- Relevant health or medical information (if provided voluntarily)

2. How We Use Your Information

We use your information to:

- Manage class bookings and attendance
- Communicate with you about your sessions
- Ensure the safety and wellbeing of you and your baby
- Send updates or marketing communications (only if you have opted in)

3. Legal Basis for Processing

We process your data under the following lawful bases:

- Contract: to deliver booked classes
- Legitimate interests: to manage and improve our services
- Consent: for marketing communications and photography

4. Data Sharing

We do not sell or share your personal data with third parties, except:

- Where required by law
- With trusted service providers (e.g. payment processors or booking systems) where necessary to operate the business

5. Data Storage & Security

Your personal data is stored securely and only retained for as long as necessary. We take appropriate measures to protect your data from unauthorised access, loss, or misuse.

6. Your Rights

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

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data
- Withdraw consent at any time

To exercise any of these rights, please contact us at emma@ems-pt.co.uk.

7. Cookies (if applicable)

If you use a website, cookies may be used to improve your browsing experience. You can disable cookies through your browser settings.

8. Changes to This Policy

We may update this Privacy Policy from time to time. The most current version will always be available upon request or on our website.