



## **ABACUS ARKADIA LTD – PRIVACY POLICY**

This Privacy Policy explains how Abacus Arkadia Ltd (“we”, “us”, “our”) collects, uses, stores and protects personal data relating to parents/caregivers and children who attend our classes, sessions, events or otherwise use our services.

We are committed to protecting your privacy and complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### **1. WHO WE ARE**

Abacus Arkadia Ltd is a limited company providing early years play, gym, music and learning experiences for babies and young children.

For the purposes of data protection law, Abacus Arkadia Ltd is the Data Controller of the personal data we collect and process.

If you have any questions about this policy or how your data is handled, you can contact us via our usual business contact details (email, phone or postal address).

### **2. LEGAL BASES FOR PROCESSING**

We collect and process personal data under one or more of the following legal bases:

- Contractual obligation – to provide the services that you book with us.
- Consent – for marketing communications and, where applicable, photography/media usage.
- Legal obligation – where we are required to process or retain data to comply with the law.





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Legitimate interests – for the effective running of our business, safeguarding, administration and service improvement, where such interests are not overridden by your rights.

You may withdraw consent at any time where processing is based on consent (for example, marketing or photography).

### 3. PERSONAL DATA WE COLLECT

We may collect and process the following types of personal data:

- Parent/caregiver details: name, email address, phone number, postal address.
- Child's details: name, date of birth or age, and where relevant, medical or allergy information necessary to keep your child safe during our sessions.
- Booking and attendance information: classes or sessions booked, attendance records, payment history.
- Communication data: copies of emails or messages you send to us, feedback or complaints.
- Marketing preferences: whether or not you wish to receive marketing communications from us.

We always seek to collect the minimum amount of data necessary to deliver our services safely and effectively.

### 4. HOW WE COLLECT DATA

We may collect your data when you:

- Register for or book a class, course, event or party.
- Complete a registration form online or on paper.
- Contact us by phone, email, message or social media.
- Attend a trial session.
- Enter a competition, promotion or survey.





- Provide feedback, raise a concern or make a complaint.

## **5. CHILDREN'S DATA**

We recognise that much of the data we hold relates to children and may be particularly sensitive. We therefore:

- Only collect children's data that is necessary for class allocation, safety, health and safeguarding.
- Ask parents/caregivers to provide medical or allergy information only where it is needed to support the child's safe participation.
- Store children's data securely and limit access to staff members who need it to perform their role.

## **6. HOW WE USE PERSONAL DATA**

We use personal data for the following purposes:

- To manage bookings, process payments and deliver classes, sessions and events.
- To communicate with parents/caregivers about bookings, changes to sessions, and important service updates.
- To respond to enquiries, feedback and complaints.
- To support health, safety and safeguarding requirements, including maintaining incident and accident records where necessary.
- To send marketing communications about our classes, offers and news where parents/caregivers have consented to receive them.
- To maintain accurate business and financial records.





## **7. MARKETING COMMUNICATIONS**

We will only send marketing emails, texts or messages where parents/caregivers have given us explicit consent to do so.

Parents/caregivers can withdraw consent or change their preferences at any time by following the unsubscribe link in a marketing email or by contacting us directly.

We may still send essential service-related communications (for example, class cancellations or changes) even if you opt out of marketing.

## **8. DATA STORAGE & SECURITY**

We take appropriate technical and organisational measures to protect personal data, including:

- Using secure, password-protected systems and devices.
- Restricting access to personal data only to staff members who need it for their role.
- Training staff in data protection and confidentiality.
- Keeping paper records (if any) in secure locations.

While no system is completely secure, we make every reasonable effort to keep personal data safe.

## **9. DATA RETENTION**

We will only keep personal data for as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting or safeguarding requirements.

In general, children's data and related parent/caregiver contact details are retained for a limited period after the child stops attending classes, unless we are required by law or regulation to keep records for longer.





We may retain anonymised information (which does not identify individuals) for statistical or business planning purposes.

## **10. SHARING PERSONAL DATA**

We will not sell personal data to third parties.

We may share personal data with:

- Service providers who support our business operations (such as booking systems, payment processors or email service providers), under appropriate data protection agreements.
- Professional advisers (such as accountants or legal advisers), where reasonably necessary for our business and legal obligations.
- Safeguarding or regulatory authorities, law enforcement or other public bodies where we are legally required or permitted to do so, for example in relation to safeguarding concerns or serious incidents.

Any third parties we work with are required to handle personal data securely and in accordance with data protection law.

## **11. YOUR RIGHTS**

Parents/caregivers have a number of rights under UK data protection law, including the right to:

- Access the personal data we hold about you and your child.
- Request correction of inaccurate or incomplete data.
- Request deletion of your data, in some circumstances.
- Object to or request restriction of certain types of processing.
- Withdraw consent where processing is based on consent (e.g. marketing or photography).
- Lodge a complaint with the Information Commissioner's Office (ICO) if you are unhappy with how your data is handled.

Last updated: December 2025





For more information about your rights, visit the ICO website at [www.ico.org.uk](http://www.ico.org.uk).

## **12. PHOTOGRAPHY & MEDIA**

We will only use images or video recordings of children for marketing or promotional purposes where explicit written consent has been given by the parent/caregiver. Consent can be withdrawn at any time by contacting us. Withdrawal of consent will not affect the lawfulness of any use of images prior to withdrawal, but we will aim not to use such images in future materials.

## **13. CHANGES TO THIS POLICY**

We may update this Privacy Policy from time to time to reflect changes in the law or our practices.

The most up-to-date version will be available on request and/or communicated via our usual channels.

Continued use of our services after changes have been notified will be treated as acceptance of the updated policy.

