

Privacy Policy

Last updated: 23 December 2025

The Art Loft CIC ("we", "us", "our") is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use and protect personal data when you interact with us, including through our website, booking systems, classes, workshops, parties and events.

1. Who We Are

The Art Loft CIC

Website: www.theartloft.uk

Email: contact@theartloft.uk

WhatsApp: 07949 773 703

First Floor, 5 Lacy Road, Putney SW15 1NH

We are the data controller responsible for your personal data.

2. What Personal Data We Collect

We may collect and process the following information:

Parents / Guardians

- Name
- Email address
- Phone number
- Billing information
- Emergency contact details

Children

- Child's name
- Age / date of birth
- Medical information, allergies, SEN or additional needs (only where relevant and provided by you)

Website & Booking Data

- Booking and attendance records
- Communication history
- Website usage data (via cookies – see Section 10)

3. How We Collect Data

We collect data when you:

- book a class, workshop or party
- complete a form on our website
- contact us by email, phone or WhatsApp
- give consent for photography or media
- attend sessions at The Art Loft

4. How We Use Your Data

We use personal data to:

- manage bookings, payments and attendance
- communicate important information about classes, workshops and events
- ensure safeguarding, health and safety
- respond to enquiries
- improve our services
- send marketing communications or newsletters only where you have actively opted in to receive them

You can withdraw consent or unsubscribe from marketing communications at any time.

We do not sell or rent your data to third parties.

5. Legal Basis for Processing

Under UK GDPR, we process data on the basis of:

- Contract – to deliver booked services
- Legal obligation – safeguarding and record keeping
- Legitimate interest – running our studio safely and efficiently
- Consent – photography, media use and marketing communications

You may withdraw consent at any time where consent is the legal basis for processing.

6. Photography & Media

We may take photos or videos during sessions for marketing or documentation purposes.

Images are only used with explicit parental consent.

Children's names are never published alongside images.

Consent can be withdrawn at any time by emailing us at contact@theartloft.uk.

7. Data Sharing

We only share personal data where necessary, such as:

- secure booking and payment providers
- IT, website and email service providers
- legal or regulatory authorities where required

Payments are processed securely through third-party providers. We do not store full payment card details ourselves.

All third parties are required to handle data securely and lawfully.

8. Data Storage & Security

Data is stored securely using password-protected systems.

Access is limited to authorised staff only.

We take appropriate technical and organisational measures to prevent unauthorised access, loss, misuse or disclosure of your personal data.

9. How Long We Keep Data

Booking and attendance records are kept for operational and legal purposes.

Safeguarding-related data is retained only as long as necessary.

Marketing data is retained until consent is withdrawn or you unsubscribe.

We review retained data periodically and delete information that is no longer needed.

10. Cookies & Website Analytics

Our website may use cookies to:

- improve functionality
- understand website usage
- enhance user experience

You can manage or disable cookies through your browser settings.

11. Your Rights

Under UK GDPR, you have the right to:

- access your personal data
- request correction of inaccurate data
- request deletion of data, where applicable
- restrict or object to processing
- withdraw consent
- lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact us at contact@theartloft.uk.

12. Children's Data

We take children's privacy extremely seriously.

We only collect data necessary to deliver our services safely and appropriately.

All children's data is provided by parents or guardians.

Children's data is handled with enhanced care and confidentiality.

13. International Transfers

Some of our third-party service providers may store or process personal data outside the UK. Where this happens, we take reasonable steps to ensure that your data is protected and handled in accordance with UK data protection law.

14. Changes to This Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on our website.

15. Contact Us

If you have any questions about this Privacy Policy or how your data is handled, please contact:

The Art Loft CIC

Email: contact@theartloft.uk

Website: www.theartloft.uk

WhatsApp: 07949 773 703