

## Wild Minds – Privacy Policy

At Wild Minds, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect the personal data you provide to us when booking and attending our nature-based sensory classes through Happity.

Wild Minds operates as a sole trader in England and Wales and is the "Data Controller" of the personal information you provide.

### 1. The Personal Data We Collect

When you book a class with us via Happity, we collect the following information:

Parent/Guardian Information: Name, email address, phone number, and billing/payment details (processed securely via Happity's payment gateway).

Child's Information: Name and date of birth/age (to ensure they are placed in the correct 0–18m or 18m–4y cohort).

Health & Safety Information: Details of any allergies, medical conditions, or special requirements you voluntarily disclose to ensure your child's safety during our sensory play stations.

### 2. How We Use Your Data

We use your information strictly to run our business and keep your family safe:

To manage, confirm, and administer your class bookings.

To contact you with essential class updates (e.g., severe weather cancellations or room changes at Trinity Church).

To ensure our shared "busy baskets" and sensory materials are safe regarding any disclosed allergies.

To comply with our insurance, health and safety, and legal obligations.

### 3. Legal Basis for Processing Your Data

Under the UK General Data Protection Regulation (UK GDPR), we rely on the following legal bases:

Contractual Necessity: We need your contact and booking details to fulfill your class registration.

Vital Interests / Legal Obligation: We collect allergy and emergency information to protect your child's health and safety during our sessions.

Consent: If you opt-in to receive future marketing or newsletters from Wild Minds, we do so based on your explicit consent (which you can withdraw at any time).

### 4. Data Sharing and Third Parties

We value your trust and never sell, rent, or trade your personal data with third parties. Your data is only shared with:

Happity: Our third-party booking platform, which securely processes your registration and payment info in compliance with UK data protection laws.

Emergency Services: In the highly unlikely event of a medical emergency during a class at Trinity Church.

#### 5. How Long We Keep Your Data

We only keep your personal details for as long as necessary.

Booking records and allergy disclosures are deleted or securely destroyed 12 months after your last attended cohort, unless insurance or legal requirements dictate a longer retention period.

If you signed up for marketing communications, we keep your data until you choose to unsubscribe.

#### 6. Your Rights

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

Request access to the personal data we hold about you.

Request that we correct any inaccurate or incomplete information.

Request that we delete your personal data (the "right to be forgotten"), subject to our legal and insurance record-keeping obligations.

#### 7. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact the Wild Minds team directly through our Happity profile or email us at: [wildmindsclasses@gmail.com](mailto:wildmindsclasses@gmail.com).

This Privacy Policy was last updated on 06/07/2026