

Little Folk Privacy Policy

1. Introduction

Little Folk is committed to protecting the privacy and personal data of all families who attend our sessions. This Privacy Policy explains how we collect, use, store, and protect your personal information in line with UK GDPR regulations.

This policy applies to all attendees of Little Folk sessions, including parents, carers, and children.

2. Who We Are

Little Folk
Owner: Gemma Maskell-Veitch
Email: littlefolkstalbans@gmail.com
Phone: 07891 609944

We are the data controller responsible for your personal information.

3. What Information We Collect

We may collect the following personal information when you book or attend a session:

- Parent/carer names
 - Child's name and date of birth or age
 - Contact details (email address and phone number)
 - Emergency contact details
 - Medical information relevant to participation (such as allergies, medical conditions, or additional needs)
 - Booking and attendance information
 - Payment and transaction details (where applicable)
 - Photography consent preferences
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4. How We Collect Your Information

We collect personal information when you:

- Book a class via our booking system or platform
 - Contact us by email, phone, or message
 - Complete registration or consent forms
 - Attend our sessions and provide information directly
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5. How We Use Your Information

We use your personal data to:

- Manage bookings and class attendance
- Communicate with you about sessions
- Ensure the safety and wellbeing of all attendees
- Record emergency contact and medical information
- Process payments (where applicable)
- Comply with legal and safeguarding obligations
- Send marketing communications (only where you have opted in)

We will only send marketing emails if you have actively chosen to receive them, and you can opt out at any time.

6. Lawful Basis for Processing

We process your data under the following lawful bases:

- Contract: to provide booked classes and services
 - Legal obligation: for safeguarding and record-keeping requirements
 - Legitimate interests: to run and manage our business safely
 - Consent: for optional marketing and photography use
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7. Who Has Access to Your Data

Your personal data is accessed only by Little Folk.

We may also use trusted third-party service providers, such as:

- Booking platforms
- Email communication tools
- Payment processors (if applicable)

These providers only access your data where necessary to perform their services and are required to keep your information secure.

We do not sell or share your data for unrelated purposes.

8. How We Store and Protect Your Data

We take reasonable steps to ensure your personal data is kept secure and protected from loss, misuse, or unauthorised access.

This includes:

- Using secure booking and email systems
- Limiting access to personal data
- Avoiding storage of personal data on unsecured devices where possible

We do not store unnecessary personal data.

9. How Long We Keep Your Data

We keep personal data only for as long as necessary to:

- Provide our services
- Meet legal, accounting, or safeguarding requirements

After this period, your data will be securely deleted or anonymised.

10. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you

- Request correction of inaccurate information
 - Request deletion of your data (where legally possible)
 - Withdraw consent (e.g. marketing or photography)
 - Object to certain types of data processing
 - Lodge a complaint with the Information Commissioner's Office (ICO)
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11. Marketing Communications

You will only receive marketing emails from Little Folk if you have opted in.

You can unsubscribe at any time using the link in our emails or by contacting us directly at littlefolkstalbans@gmail.com.

12. Cookies and Website Tracking

Our website may use cookies or similar technologies to improve user experience and understand how visitors use our site.

Cookies are small text files stored on your device. They help us:

- Improve website performance
- Understand visitor behaviour
- Ensure the website functions correctly

You can disable cookies through your browser settings if you prefer.

13. Photography and Video

We may occasionally take photographs or videos during sessions for promotional purposes.

No identifiable images of children or adults will be used without prior consent.

You may withdraw your consent at any time by contacting us.

14. Safeguarding and Legal Disclosure

Where required by law or where there is a safeguarding concern, we may share personal information with:

- Local authority safeguarding teams
- Police
- Other relevant authorities

We will only do this when necessary to protect a child or vulnerable person.

15. Changes to This Policy

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

16. Contact Us

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

Gemma Maskell-Veitch
littlefolkstalbans@gmail.com
07891 609944