

Appendix A13

BABY COLLEGE® Privacy Policy

(Updated 2026)

1. Introduction

Baby College is committed to protecting your privacy and handling your personal information responsibly.

This Privacy Policy explains:

- what information we collect
- how we use it
- how we store it
- who may access it
- your rights relating to your information

This policy applies to Baby College Ltd and Baby College franchisees operating within the Baby College network.

2. Information We May Collect

Depending on your interaction with Baby College, we may collect:

- parent or caregiver names
- email addresses
- telephone numbers
- postal addresses
- child names and dates of birth or due dates
- booking and attendance information
- emergency contact information
- communication preferences
- consent records
- photographs or videos where appropriate consent has been provided

We aim to collect only information that is reasonably required for operational, safeguarding, legal or communication purposes.

3. How We Use Your Information

Baby College may use your information to:

- manage class bookings
- provide classes and services
- communicate important class information
- send weekly handouts or newsletters
- send information about future classes or events where consent has been given
- manage customer accounts and payments
- maintain safeguarding and operational records
- improve our services and customer experience
- comply with legal obligations

We do not sell customer information to third parties.

4. Marketing Communications

Where you have given consent, Baby College may send:

- newsletters
- class updates
- term information
- promotional offers
- event information

You may unsubscribe from marketing communications at any time by:

- clicking the unsubscribe link in emails
- contacting your local Baby College franchisee
- contacting Baby College Head Office

Transactional or operational emails relating to current bookings may still be sent where necessary.

5. Photography and Media

From time to time, Baby College may take photographs or videos for promotional, training or operational purposes.

Images will only be used where appropriate consent has been obtained.

Photographs and videos may be used in:

- websites
- social media

- printed materials
- newsletters
- presentations
- training materials
- press articles

Baby College takes reasonable steps to use images appropriately and respectfully.

Further information can be found in the Baby College Photography, Video & Digital Media Policy.

6. Storage and Security

Baby College takes reasonable steps to store personal information securely.

Information may be stored using approved systems including:

- FranScape
- approved mailing systems
- approved cloud storage systems
- secure digital communication systems

Access to personal information is restricted to those who genuinely require it for operational purposes.

7. Third-Party Systems

Baby College may use carefully selected third-party providers to support:

- bookings
- mailing lists
- payments
- cloud storage
- customer communications

These providers may process information on Baby College's behalf.

Where possible, Baby College aims to use providers with appropriate security and data protection measures.

8. AI and Digital Systems

Baby College recognises that digital systems and AI technologies continue to evolve.

Baby College franchisees and staff are expected to use AI and digital tools responsibly and in accordance with Baby College policies.

Identifiable customer or child information will not knowingly be uploaded into public AI systems unless appropriate safeguards and lawful processing arrangements are in place.

9. Retention of Information

Baby College does not keep personal information indefinitely.

Information will generally only be retained for as long as reasonably necessary for:

- operational purposes
- safeguarding purposes
- legal obligations
- financial record keeping
- customer communication purposes

Information that is no longer required will be securely deleted or removed.

10. Your Rights

Under applicable data protection law, you may have rights to:

- request access to your information
- request correction of inaccurate information
- request deletion of information where appropriate
- withdraw consent for marketing communications
- object to certain processing activities
- raise concerns about how your information is handled

Requests should be directed to your local Baby College franchisee or Baby College Head Office.

11. Contact Details

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

Baby College Ltd
office@babycollege.co.uk