The Nurture Studio

Privacy Policy

Last updated: 19/08/2026

The Nurture Studio respects your privacy and is committed to protecting the personal information you provide when booking and attending our baby massage classes.

This Privacy Policy explains what information we collect, why we collect it, how we use it, who we may share it with and your rights in relation to your personal information.

1. Who we are

The data controller responsible for your personal information is:

The Nurture Studio
Stockport
Email: olivia.thenurturestudio@gmail.com

For questions about this Privacy Policy or how we handle your information, please contact us using the email address above.

2. Information we collect

When you book or attend a baby massage course, we may collect information such as:

- Your name
- Your email address
- Your telephone/mobile number
- Your baby's name and relevant details
- Booking and payment information
- Information about which course you have booked
- Emergency contact information where provided
- Information about allergies, medical conditions, skin conditions or other health information relevant to your baby's participation
- Your photography and video preference
- Communications between you and The Nurture Studio

We only ask for information that is reasonably necessary for providing and safely managing our classes.

3. Health information

Some information relating to your baby's health may be collected so that we can take appropriate steps to support their safety and participation in the class.

Health information is treated as **special category personal data** under UK data protection law and receives additional protection.

We will only collect and use health information where it is necessary and appropriate for the purposes described in this Privacy Policy, and we will take appropriate steps to keep it secure.

Where we rely on consent to process health information, we will obtain the appropriate consent separately from general booking consent.

4. How we use your information

We may use your information to:

- Process and manage your booking
- Provide the baby massage course you have booked
- Contact you about your course
- Send important class information, reminders and changes
- Consider relevant health or safety information
- Respond to questions or requests
- Process refunds where applicable
- Maintain appropriate business and financial records
- Manage our relationship with participants
- Meet our legal and insurance obligations
- Deal with complaints or incidents
- Obtain feedback about our services where appropriate

We will not use your personal information for unrelated purposes without an appropriate lawful basis.

5. Our lawful bases

Under UK data protection law, we need a lawful basis for processing personal information.

Depending on the circumstances, we may rely on:

Contract: where processing is necessary to provide the course you have booked and manage your booking.

Legal obligation: where we need to keep or disclose information to comply with a legal requirement.

Legitimate interests: where processing is necessary for the reasonable running, administration and improvement of The Nurture Studio, provided those interests are not overridden by your rights.

Consent: where we ask you to make a specific choice, such as consenting to photography or marketing.

Health information is special category data and requires an additional Article 9 condition as well as a lawful basis under Article 6. Where appropriate, we may rely on **explicit consent** for this information.

6. Photography and video

Photos and/or videos may be taken during classes for promotional, social media or other business purposes.

Photography and video are optional.

We will ask parents/carers to indicate whether they wish to opt in or opt out.

If you opt out, we will take reasonable steps to ensure that you and your baby are not intentionally included in photographs or videos used for promotional purposes.

Your photography preference will be recorded separately from your booking information.

7. WhatsApp

Participants may be added to a WhatsApp group relating to their course.

The group may be used to communicate class reminders, updates and other course-related information.

WhatsApp is a separate service provided by Meta. When you participate in a WhatsApp group, other members of the group may be able to see your phone number and other information made available through your WhatsApp account/settings.

We will not use the WhatsApp group to share sensitive health information about participants.

If you do not wish to participate in the group, please let us know.

8. Happity

Bookings are made through **Happity**.

Information submitted through the Happity booking process may be processed by Happity in accordance with its own privacy policy and terms.

The Nurture Studio will receive and use the booking information that is necessary for us to provide your course and manage your booking.

You should also review Happity's privacy information when making your booking.

9. Payment information

Payments are processed through the booking/payment services used by Happity.

The Nurture Studio does not intend to store full payment-card details.

We may retain appropriate payment and transaction information for accounting, record-keeping and legal purposes.

10. Who we may share information with

We may share personal information where necessary with:

- Happity and relevant booking/payment service providers
- The venue where classes are held, where necessary for class administration or safety
- Professional advisers or insurers where reasonably necessary
- Government bodies, regulators or law-enforcement authorities where legally required
- Emergency services or healthcare professionals where necessary to protect someone's vital interests or safety

We do not sell your personal information.

We will only share information where there is an appropriate reason and lawful basis for doing so.

11. How long we keep information

We will not keep personal information for longer than is reasonably necessary for the purpose for which it was collected.

Booking, payment and business records may need to be retained for longer periods to meet legal, accounting, insurance or other legitimate requirements.

Health information will be subject to particular care and will only be retained for as long as reasonably necessary.

Photography/video consent records will be retained for as long as necessary to demonstrate and manage your preferences.

We will periodically review information we hold and securely delete or anonymise information that is no longer required.

12. Keeping your information secure

We take reasonable technical and organisational measures to protect personal information from loss, misuse, unauthorised access, alteration or disclosure.

Because health information is particularly sensitive, we take additional care to minimise the amount collected and to restrict access to those who genuinely need it. The ICO specifically recommends data minimisation and appropriate security measures when processing special category data.

13. Your data protection rights

Depending on the circumstances, you may have rights under UK data protection law, including the right to:

- Be informed about how your information is used
- Request access to the personal information we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to delete information in certain circumstances
- Ask us to restrict processing in certain circumstances
- Object to certain types of processing
- Withdraw consent where processing is based on consent
- Request portability of certain information where applicable

These rights are subject to certain legal exceptions and conditions.

To exercise your rights, contact:

The Nurture Studio
Stockport
Email: olivia.thenurturestudio@gmail.com

14. Complaints

If you have concerns about how we have handled your personal information, please contact us first so that we have an opportunity to resolve the matter.

You also have the right to complain to the **Information Commissioner's Office (ICO)**, the UK's independent data protection regulator.

ICO website: Information Commissioner's Office

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, the way we process information or legal requirements.

The latest version will be made available to participants, and the date at the top of this policy will be updated when changes are made.

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