



Little Waves

Privacy Policy

Last updated: August 2026

Little Waves respects your privacy and is committed to protecting your personal information. This Privacy Policy explains what information we may collect, why we collect it, how it is used and the choices you have regarding your information.

This policy applies when you book or attend a Little Waves class, workshop, private session or event, make an enquiry, join a mailing list, or otherwise provide personal information to Little Waves.

1. Who We Are

Little Waves provides parent and baby classes, workshops, sensory and sound experiences, storytelling sessions, private sessions and family events.

For the purposes of UK data protection law, Little Waves is responsible for the personal information it collects and uses.

2. Information We May Collect

Depending on how you interact with Little Waves, we may collect information including:

- Your name
- Email address
- Telephone number
- Your baby's or child's first name and age/date of birth where relevant to the class
- Booking and attendance information
- Information you voluntarily provide about allergies, medical conditions, additional needs or other information relevant to safe participation
- Messages or information you provide when contacting Little Waves
- Payment and transaction information
- Marketing preferences
- Photographs or video where specific consent has been given

When bookings are made through third-party platforms such as Happity or Eventbrite, those organisations may also process your personal information under their own privacy policies.



3. Why We Use Your Information

We may use personal information to:

- Process and manage bookings
- Communicate with you about your class, workshop or event
- Respond to enquiries
- Provide information necessary for the safe and appropriate delivery of sessions
- Notify you of changes, cancellations or important information relating to your booking
- Maintain appropriate business and financial records
- Improve our classes and services
- Send news, class information or marketing communications where you have agreed to receive them
- Use photographs or video for agreed promotional purposes where specific consent has been provided

We will only use personal information where we have an appropriate lawful basis for doing so.

4. Information About Babies & Children

Because Little Waves works with babies and children, we take particular care with information relating to them.

We only request information about a baby or child where it is reasonably necessary for providing an age-appropriate and safe service.

Parents and carers should only provide information that is relevant to their child's participation.

We do not use children's personal information for direct marketing.

5. Health & Additional Needs Information

You may choose to tell us about allergies, medical conditions, hearing sensitivities, disabilities or additional needs where this information is relevant to participating safely and comfortably in a Little Waves session.

We will treat this information with particular care and only use it for the purpose for which it was provided, unless we are legally required to do otherwise.

Please avoid providing medical information that is not necessary for your participation in the session.

6. Photographs & Video

Little Waves will not use identifiable photographs or videos of you or your child for marketing, social media or promotional purposes without appropriate consent.

Where photography or filming is planned, you will be informed and given the opportunity to consent or decline.

You may withdraw your consent for future use of your images by contacting Little Waves. Withdrawal of consent will not necessarily affect material that has already been lawfully published or printed.



7. Marketing Communications

We may occasionally send information about Little Waves classes, workshops, events or other services if you have chosen to receive these communications or where we are otherwise legally permitted to do so.

You can unsubscribe from marketing communications at any time by using an unsubscribe option provided or by contacting Little Waves.

You will still receive essential communications relating to a booking you have made.

8. Booking & Payment Platforms

Little Waves may use third-party services such as Happity, Eventbrite or payment providers to manage bookings and payments.

When you provide information directly to these services, they may act as separate organisations responsible for processing your information and their own privacy policies will apply.

Little Waves will only access and use information received through these platforms where necessary for managing bookings, communicating with customers and providing our services.

9. Sharing Your Information

We do not sell your personal information.

We may share limited information with trusted service providers where necessary to operate Little Waves, for example booking, payment, email, website or administrative services.

We may also disclose information where required by law, to comply with a legal obligation, or where reasonably necessary to protect the safety or rights of Little Waves, our customers or others.

Where third parties process information on our behalf, we take reasonable steps to ensure that personal information is handled appropriately.

10. How Long We Keep Your Information

We only keep personal information for as long as reasonably necessary for the purpose for which it was collected, including satisfying legal, accounting, safeguarding and administrative requirements.

Information that is no longer required will be securely deleted or anonymised where appropriate.

11. Keeping Your Information Secure

We take reasonable steps to protect personal information against loss, misuse, unauthorised access, disclosure or alteration.

However, no electronic communication or storage system can be guaranteed to be completely secure.



12. Your Data Protection Rights

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

- Ask what personal information we hold about you
- Request a copy of your personal information
- Ask us to correct inaccurate or incomplete information
- Ask us to delete certain personal information
- Ask us to restrict how certain information is used
- Object to certain uses of your information
- Withdraw consent where we rely on consent to process your information
- Request transfer of certain information where applicable

These rights are subject to certain legal limitations and exemptions.

13. Changes to This Privacy Policy

We may update this Privacy Policy occasionally to reflect changes to Little Waves, the services we use or relevant legal requirements.

The latest version will show the date it was last updated.

14. Contact Us

If you have any questions about this Privacy Policy, would like to exercise your data protection rights, or have concerns about how your personal information has been handled, please contact Little Waves.

You also have the right to raise a concern with the UK's data protection regulator, the Information Commissioner's Office (ICO).

Little Waves

Nurturing connection, curiosity and wonder through sound, sensory play and storytelling.