



Privacy Policy

Last updated: 19/08/2026

At *Held with Georgie*, I take your privacy seriously. This Privacy Policy explains what personal information I collect, why I collect it, how I use and protect it, and your rights in relation to your information.

Held with Georgie is a sole trader business run by Georgie Grey.

If you have any questions about how your information is handled, please contact me at atgeorgie@heldwithgeorgie.co.uk

1. What information do I collect?

I may collect personal information when you contact me, enquire about a service, make a booking or attend an infant massage session.

This may include:

- Your name
- Your email address
- Your telephone number
- Your address, where needed for a one-to-one home visit
- Your baby's name and date of birth
- Relevant information about your baby's health or medical history
- Information about any health or other circumstances that may affect your baby's participation in infant massage
- Booking and attendance information
- Payment information
- Any other information you choose to share with me in relation to your enquiry or session

I aim to only collect information that is necessary and relevant to providing a safe and appropriate service.

2. How do I collect your information?

I may collect information:

- When you complete the contact form on my website
- When you contact me by email or telephone
- During the booking process
- Through a pre-course or pre-session questionnaire
- During or before an infant massage session
- When you voluntarily provide information to me

I will only collect information directly from you.

3. How do I use your information?

I use your personal information to:

- Respond to enquiries
- Arrange and manage bookings
- Communicate with you about your booking or session
- Provide infant massage sessions safely and appropriately
- Understand any relevant information about you or your baby that may affect participation
- Arrange and record payments
- Manage cancellations and catch-up sessions
- Maintain appropriate business records
- Respond to questions, feedback or complaints
- Meet any legal, regulatory or insurance requirements
- Improve the services I provide

I will not use your personal information for purposes that are not described in this Privacy Policy.

4. Health information

Some information about you or your baby may relate to physical or mental health. This is considered special category data under UK data protection law and requires additional protection.

I only ask for health information where it is relevant to providing infant massage safely and appropriately.

I will not ask for or retain health information that I do not reasonably need.

5. Lawful basis for using your information

Data protection law requires me to have a lawful basis for processing personal information. The appropriate basis depends on what I am using the information for.

Depending on the circumstances, I may rely on:

Contract

Where processing your information is necessary to arrange and provide the service you have booked.

Legal obligation

Where I need to process or retain information to comply with a legal requirement.

Legitimate interests

Where processing is necessary for legitimate business purposes, provided that this does not unfairly override your rights and interests.

Consent

Where you have given consent for a specific use of your information, such as optional marketing or the use of photographs.

Where I rely on consent, you can withdraw that consent at any time.

6. Who do I share your information with?

I will keep your personal information confidential and will never sell your information to third parties.

I may share limited information with trusted third parties where this is necessary to operate *Held with Georgie* or meet a legal obligation.

These may include:

- Wix — my website hosting and website management provider
- Payment providers, where applicable
- Professional advisers or insurers, where necessary
- Relevant authorities where I am legally required to provide information

Where third-party providers process personal information on my behalf, I will take reasonable steps to ensure that your information is handled appropriately.

7. Website and cookies

My website is hosted through Wix. Like most websites, it may use cookies and similar technologies. Some cookies are necessary for the website to function, while others may be used for analytics, functionality or other purposes. Where required, I will ask for your consent before using non-essential cookies. You can find further information about cookies through the cookie settings on my website.

8. How do I protect your information?

I take reasonable steps to protect your personal information from being lost, misused, accessed without permission, altered or disclosed inappropriately. I will only give access to your information where it is necessary for the purposes described in this Privacy Policy. However, no method of transmitting or storing information online can be guaranteed to be completely secure.

9. How long do I keep your information?

I will only keep your personal information for as long as I reasonably need it for the purposes for which it was collected, and in accordance with any legal or regulatory requirements.

As a general guide:

- General enquiries where no booking is made: up to 12 months after our last communication.
- Booking and customer records: up to 6 years after the end of the financial year in which the booking took place, where required for business, accounting or legal purposes.
- Payment and financial records: up to 6 years, in accordance with applicable tax and accounting requirements.
- Health and suitability information relating to you or your baby: up to 2 years after your last session, unless there is a specific reason why it needs to be retained for longer.
- Email correspondence relating to a booking: generally up to 2 years after your last session, unless it forms part of a record that I am legally required to retain for longer.
- Complaints or records relating to an incident: up to 6 years after the matter has been resolved.

These periods are reviewed regularly and information will be securely deleted or anonymised when it is no longer needed. These are general retention periods rather than guarantees that every record will be kept for exactly this length of time. Where there is a legal obligation, ongoing complaint, dispute or other legitimate reason to retain information for longer, I may do so for as long as necessary.

10. Your rights

Under UK data protection law, you have a number of rights in relation to your personal information.

Depending on the circumstances, these include the right to:

- Ask for a copy of the personal information I hold about you
- Ask me to correct inaccurate or incomplete information
- Ask me to delete your personal information where there is no good reason for me to continue holding it
- Ask me to restrict how I use your information in certain circumstances
- Object to certain uses of your information
- Withdraw consent where I am relying on consent to process your information
- Ask for your information to be provided to you in a commonly used, machine-readable format in certain circumstances

12. Photography and social media

I will never use identifiable photographs or videos of you or your baby for marketing or social media purposes without your consent. If photographs are taken during a group session, I will make this clear and will respect your decision if you do not wish to be photographed. Any consent given for the use of photographs can be withdrawn. You are also asked to respect the privacy of other families attending sessions and not take or share photographs or videos of other parents or babies without their consent.

13. Children and babies

Held with Georgie provides services involving babies, but bookings and communication are made with their parent or primary caregiver. I may collect information about a baby where this is necessary to provide the service safely and appropriately. Parents and primary caregivers are responsible for providing accurate information about their baby and for informing me of any relevant changes.

14. Changes to this Privacy Policy

I may update this Privacy Policy from time to time, for example if my services change, if I introduce new technology or if there are changes to data protection law. The most recent version will always be available on the *Held with Georgie* website.

16. Contact

If you have any questions about this Privacy Policy or how I use your personal information, please contact me at georgie@heldwithgeorgie.co.uk

