

PRIVACY POLICY

Breathe & Bloom Baby Music Classes

Crown and Clover · admin@crownandclover.co.uk · 07757098160

Version 1.0 · September 2026

This Privacy Policy explains how we collect, use, store and protect your personal data when you book or attend our baby and toddler music classes, or otherwise contact us. We are committed to handling your personal information responsibly and in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are & How to Contact Us

Crown and Clover is the data controller responsible for your personal data. This means we determine why and how your data is processed.

Contact details:

Email: admin@crownandclover.co.uk

Phone: 07757098160

Address: Available on request

ICO Registration Number: ZC235997

If you have any questions about this Privacy Policy or how we handle your data, please contact us using the details above.

2. What Personal Data We Collect

We collect the following categories of personal data:

2.1 Data You Provide Directly

- Your full name
- Email address
- Phone number
- Your child's first name and date of birth (or age range)
- Any medical conditions, allergies or additional needs relating to your child that you choose to share with us

- Any communications you send us (e.g. via email, Facebook message or phone call)

2.2 Data Collected via Our Booking Platform

When you book a class via our Booking Platform (Simply Book or Happity), we receive:

- Booking records (class date, time, ticket type, price paid)
- Payment confirmation (we do not see or store your full card details — these are handled securely by our payment processor)
- Your marketing preferences (whether you have opted in to receive updates from us)
- Photography preferences (whether you opt in to be featured in photographs taken during the sessions for social media and marketing purposes)

2.3 Data We Generate

- Attendance records (whether you attended each session)
- Notes relating to make-up class arrangements or other correspondence
- Photographs or video clips taken at classes, where you have not opted out (see Section 6)

3. Why We Collect Your Data & Our Lawful Basis

UK GDPR requires us to have a lawful basis for each way we use your personal data. The table below explains our purposes and the legal basis we rely on:

Purpose	Data used	Lawful basis
To process your booking and confirm your place in a class	Name, email, booking details, payment confirmation	Contract — necessary to fulfil the booking contract with you
To send booking confirmations, receipts and class reminders	Name, email address	Contract — necessary to fulfil the booking contract with you
To manage your make-up class entitlement and attendance records	Name, attendance records, correspondence	Contract — necessary to fulfil our obligations to you
To record any medical or additional needs for your child's safety during class	Child's name, medical/allergy information	Vital interests — to protect your child's health and safety during our classes
To send you marketing messages about our	Name, email address	Consent — only where you have opted in; you can withdraw at any time

classes, new dates and offers		
To post photographs or video from classes on our social media or directory listings	Photographs/video in which you or your child may appear	Legitimate interests — to promote our business; you may opt out at any time (see Section 6)
To comply with our safeguarding obligations	Name, child's details, any relevant notes	Legal obligation — we are required to maintain appropriate safeguarding records
To respond to your enquiries and complaints	Name, contact details, correspondence	Legitimate interests — to manage our business and respond to customers

4. How Long We Keep Your Data

We keep your personal data only for as long as necessary for the purposes set out in this policy, or as required by law. Our standard retention periods are:

Type of data	Retention period	Reason
Booking and payment records	6 years from the date of the transaction	HMRC self-assessment record-keeping requirement
Attendance registers	3 years from the date of the class	Safeguarding best practice
Medical/allergy information for your child	For as long as your child attends our classes, then deleted within 3 months of their last attendance	No longer necessary once attendance ends
Photographs and video used for marketing	Up to 3 years, or until you request removal	Legitimate interests; we will remove promptly on request
Email correspondence and enquiries	2 years from last contact	Legitimate interests in managing our business records
Marketing opt-in records	For as long as you are subscribed, plus 1 year after unsubscribing	To demonstrate compliance with consent requirements

When data is no longer required, we delete it securely. Digital files are permanently deleted; any paper records are shredded.

5. Who We Share Your Data With

We do not sell, rent or trade your personal data. We share it only in the following limited circumstances:

5.1 Service Providers (Data Processors)

We use the following third-party services to operate our business. Each acts as a data processor on our behalf and is contractually required to protect your data:

Service provider	Purpose	Data shared	Their privacy policy
Simply Book	Online booking and class scheduling	Name, email, booking details, attendance records	https://rb.gy/l27qtd
Happity	Online booking and class scheduling	Name, email, booking details, attendance records	https://www.happity.co.uk/privacy
Stripe	Payment processing	Payment card details (processed directly by them — we do not see full card numbers)	https://stripe.com/gb/privacy
Meta (Facebook and Instagram)	Business page and customer communications	Any information you share with us via Facebook Messenger or Instagram DM	facebook.com/privacy/policy
Zoho Mail	Email communication	Name, email address, content of correspondence	https://www.zoho.com/en-uk/privacy.html

5.2 Legal & Safeguarding Disclosure

We may share your personal data without your consent where we are legally required to do so, including:

- With the police, local authority or children's services where we have a safeguarding concern about a child's welfare
- With HMRC or other regulatory bodies if required by law
- With our insurers or legal advisers in the event of a claim or dispute

5.3 No International Transfers

We aim to keep your data within the UK or the European Economic Area (EEA). If any of our service providers process data outside the UK/EEA, we will only use providers that offer adequate protections recognised under UK GDPR. Please refer to the privacy policies of our service providers (listed in 5.1) for details of their data transfer practices. Our current booking platforms, Simply Book and Happity do transfer data outside the UK/EEA.

6. Photographs, Video & Marketing

1. We may take photographs or short video clips during our classes for use in marketing materials, including our Facebook page, parenting directory listings, and any future website.

2. If you **do not** wish yourself or your child to appear in any such material, please inform us before the start of the class. You can do this verbally, by email, or by messaging us on Facebook. We will always respect opt-out requests without question.
3. If you opt out, we will take reasonable steps to ensure you and your child are not included in photographs or video taken by us. We cannot be responsible for photographs taken by other attendees.
4. We will not tag you or your child in photographs on social media without your explicit permission.
5. If you have previously consented to photography but wish to withdraw that consent, or if you would like existing photographs removed, please contact us at admin@crowndandclover.co.uk. We will remove your images from our marketing materials within 14 days of your request.
6. We will only send you direct marketing messages (e.g. email newsletters, class updates) if you have explicitly opted in. You can unsubscribe at any time by clicking the unsubscribe link in any marketing email or by contacting us directly.

7. Your Rights Under UK GDPR

You have the following rights in relation to your personal data. To exercise any of these rights, please contact us using the details in Section 1.

Right	What it means
Right of access	You can request a copy of the personal data we hold about you (a 'Subject Access Request'). We will respond within one calendar month.
Right to rectification	You can ask us to correct any inaccurate or incomplete data we hold about you.
Right to erasure ('right to be forgotten')	You can ask us to delete your personal data where it is no longer necessary for the purpose it was collected, where you have withdrawn consent, or where we have no other legal basis to retain it. Note that we may need to retain some data for legal reasons (e.g. financial records).
Right to restrict processing	You can ask us to pause processing your data while a dispute about its accuracy or lawfulness is resolved.
Right to data portability	Where we process your data by automated means on the basis of consent or contract, you can ask us to provide it in a machine-readable format so you can transfer it to another provider.
Right to object	You can object to processing based on legitimate interests (including direct marketing). We will stop unless we have compelling legitimate grounds to continue.
Right to withdraw consent	Where we rely on consent to process your data (e.g. marketing emails, photography), you can withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing before withdrawal.

Right to complain	If you are unhappy with how we handle your data, you have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.
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8. How We Keep Your Data Secure

We take appropriate technical and organisational measures to protect your personal data against accidental loss, unauthorised access, alteration or disclosure. These measures include:

- Using reputable, UK GDPR-compliant third-party platforms for bookings and payments (see Section 5.1)
- Password-protecting any devices used to access booking data
- Storing any paper records (e.g. printed registers) securely and disposing of them by shredding
- Limiting access to your data to ourselves only — we do not share login credentials with third parties
- Not storing full payment card details — these are handled exclusively by our payment processor

In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify the ICO within 72 hours and inform affected individuals without undue delay, as required by UK GDPR.

9. Cookies & Online Tracking

This Privacy Policy covers our direct data processing activities. If you visit our booking platform (Simply Book or Happity), Instagram page, or any future website, those platforms may set cookies or use tracking technologies. Please refer to their own privacy and cookie policies for details. We do not operate a website that sets our own cookies at this time.

10. Children's Personal Data

Our classes are for children aged 0-5 years. We collect limited personal data about Participants (first name and date of birth or age range, and any relevant medical or additional needs information) solely for the purposes of running our classes safely.

Children's data is collected from and provided by their parent or guardian. We do not market directly to children and do not use children's data for any purpose other than the safe operation of our classes.

We take extra care with children's data. We do not share it with any third party except as described in Section 5, and we delete it promptly when it is no longer required (see Section 4).

11. Changes to This Privacy Policy

7. We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or the services we use.
8. The current version will always be made available to you on request and, where applicable, on our website or booking platform.
9. If we make material changes, we will notify existing customers by email or via our Facebook page before the changes take effect.
10. The date at the top of this document shows when it was last updated.

This Privacy Policy was last updated in September 2026.

For any queries, contact us at: admin@crownandclover.co.uk · 07757098160