

SoSo Little

Privacy Policy & Photography Consent

Last updated: September 2026

SoSo Little ("we", "us", "our") respects your privacy and is committed to protecting the personal information you provide when booking or attending our baby classes, messy play sessions and other activities.

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

1. Who we are

SoSo Little provides baby classes, messy play sessions and related activities for babies, toddlers and their parents/carers. For the purposes of UK data protection law, SoSo Little is the data controller for the personal information collected in connection with our services. If you have any questions about this Privacy Policy or how your information is used, please contact us through the contact details provided on our website.

2. What information we collect

Depending on the service you book, we may collect:

- Parent/carer name
- Email address
- Telephone number
- Child's first name
- Child's age or date of birth where necessary for the suitability or organisation of a class
- Relevant information you choose to provide about your child, such as allergies or additional needs where this is necessary to keep them safe during a session
- Booking and payment information
- Emergency contact information where required
- Information relating to your attendance and bookings
- Photographs or videos where you have provided consent for these to be taken and/or used

We only ask for information that is reasonably necessary for providing our services, managing bookings and keeping attendees safe.

3. How we use your information

- Process and manage bookings
- Communicate with you about your booking
- Provide our classes and activities
- Contact you regarding changes, cancellations or important information
- Help us keep children and adults attending our sessions safe
- Respond to enquiries
- Process payments and maintain appropriate business records

- Send you information about future SoSo Little classes or events where you have given the appropriate consent
- Take and use photographs or videos where you have provided separate consent
- Meet our legal, insurance and administrative obligations

We will not sell your personal information to third parties.

4. Photography and social media

We may occasionally take photographs or short videos during SoSo Little sessions for promotional purposes. These may be used on the SoSo Little website, Instagram, Facebook, other SoSo Little social media accounts, and SoSo Little promotional materials including flyers, posters or advertisements.

Photography consent is completely optional. You do not have to agree to photography or social media use in order to attend a SoSo Little session, and choosing not to give consent will not affect your ability to book or attend.

Where a photograph or video includes your child, we will only use it for promotional purposes where you have given appropriate consent. Where reasonably possible, we will avoid using your child's full name alongside their image.

You can withdraw your photography consent at any time by contacting SoSo Little. Withdrawing consent will apply to future use. We cannot guarantee that we can remove photographs that have already been printed or shared by third parties, or copies that may have been saved or reshared by other social media users.

5. Children and photography

We take particular care when photographing children. We will not intentionally photograph children whose parent/carer has indicated that they do not have permission for photography. Where possible, photographs will focus on the activity rather than identifying personal details.

We ask parents and carers not to photograph or film other children attending SoSo Little without permission from their parent or carer.

6. How we protect your information

We take reasonable steps to keep your personal information secure and prevent it from being lost, misused, accessed without permission or disclosed inappropriately. Personal information will only be accessible to people who need it for legitimate business purposes.

Where we use third-party booking, payment, email or other service providers, they may process information on our behalf. We expect these providers to handle personal information securely and in accordance with applicable data protection requirements.

7. How long we keep your information

We keep personal information only for as long as reasonably necessary for the purposes for which it was collected. Some information may need to be retained for longer to meet legal, accounting, insurance or other regulatory requirements. Photography consent records may be retained for as long as reasonably necessary to demonstrate whether consent was given and to manage any withdrawal of consent.

8. Marketing

We may contact you about future SoSo Little classes, events and services where you have given consent to receive marketing communications, or where we are otherwise permitted to do so under applicable law. You can unsubscribe from marketing communications at any time.

9. Your rights

Under UK data protection law, you may have rights including:

- The right to ask for a copy of the personal information we hold about you
- The right to ask us to correct inaccurate or incomplete information
- The right to request deletion of your information in certain circumstances
- The right to restrict how we use your information in certain circumstances
- The right to object to certain uses of your information
- The right to withdraw consent where we rely on consent to process your information

If you wish to exercise any of these rights, please contact SoSo Little. You also have the right to complain to the Information Commissioner's Office (ICO) if you believe your personal information has been handled unlawfully.

10. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, services or legal requirements. The latest version will always be made available through our website.

Photography & Social Media Consent

When booking a SoSo Little session, you will be given the option to provide separate consent for photographs and/or videos of you and/or your child to be taken and used for SoSo Little promotional purposes.

I give permission for SoSo Little to photograph/video:

- My child
- Me as the parent/carer

I consent to these photographs/videos being used on:

- SoSo Little's website
- SoSo Little's Instagram/Facebook and other social media accounts
- SoSo Little printed and digital promotional materials

I understand that:

- Photography consent is optional.
- I can attend SoSo Little sessions without giving photography consent.
- I can withdraw my consent at any time by contacting SoSo Little.
- Photographs may be seen by members of the public when shared on social media or other promotional platforms.
- SoSo Little will take reasonable care when photographing children and will avoid publishing unnecessary identifying information alongside photographs.
- I should not photograph or film other children attending sessions without permission from their parent/carer.

By selecting the photography consent option during booking, I confirm that I am the parent or legal guardian of the child named in the booking, or that I have appropriate authority to provide this consent.