

When I Grow Up - Privacy Policy

Last updated: September 2026

This policy explains how When I Grow Up uses personal information when you enquire about or book our pop-up role-play sessions, attend with a child, or contact us. Our sessions are designed mainly for children under five, and a parent or responsible adult stays throughout.

1. Who is responsible for your information?

When I Grow Up is responsible for the personal information it uses to run its sessions and communicate with families. For privacy questions or requests, please contact us through Instagram @whenigrowup37 or reply to a booking communication from us. Happity and payment providers also have their own privacy information for the services they operate.

2. What information do we collect?

We may receive your name, email address, telephone number, booking details, session date, attendance and payment status. You may give us a child's name and age, and details needed to help them participate safely, such as an allergy, medical condition, accessibility requirement or additional need. We only ask for information relevant to the session.

We also receive information you put in an enquiry or message, and may record an accident, complaint or safeguarding concern if one arises. If you agree to photography or filming, images or video of your child may be collected. We do not need your full card number to administer a booking.

3. Where does it come from?

Most information comes directly from the parent or carer who books or contacts us. We may also receive booking information through Happity, payment confirmation through the booking or payment service, and information from an accompanying adult at a session. Please provide information about a child only if you are their parent, guardian or authorised carer.

4. How and why do we use it?

Bookings and sessions: We use booking and contact details to confirm your place, take or verify payment, respond to you, deliver the session and handle transfers or refunds. Our lawful basis is the contract for the booking, or steps you ask us to take before booking.

Safety and inclusion: We use limited information about a child's needs to make reasonable arrangements and help keep the session safe. Our lawful basis for the ordinary information is our legitimate interest in running a safe, inclusive session. Where you choose to share health information or another type of sensitive personal information, we will ask for your explicit consent to use it for that purpose. If an emergency arises, other legal grounds may apply.

Records and legal matters: We keep records needed for accounting, complaints, accidents and safeguarding, and may disclose information where required by law or needed to protect someone. The lawful basis depends on the circumstances: legal obligation, or our legitimate interest in resolving concerns and protecting attendees. Sensitive information is handled only where an additional legal condition applies.

Optional marketing: We send promotional emails or messages about future sessions only where you have opted in. You can unsubscribe at any time. Routine booking messages are separate from promotional messages.

Optional photos and videos: We use identifiable images of children for our social media, website or promotional materials only with separate permission from their parent or guardian. Consent is voluntary and a child can attend without it. You may withdraw that permission by contacting us; we will stop future use and take reasonable steps to remove material we control, although we cannot guarantee removal of copies others have shared.

5. Who might receive the information?

Happity helps administer bookings; Stripe or another payment provider handles payments; and our email, storage or social-media services help us communicate and store information. We share only what each service needs. We may share relevant information with a venue, insurer, professional adviser, emergency services or a safeguarding authority when needed for a specific safety, legal or insurance matter. We do not sell families' personal information.

Some of these services may store or process information outside the UK. Where a transfer occurs, we take account of the safeguards required by data-protection law and can provide more information about the services we use on request.

6. How long do we keep it?

We keep booking and contact records for as long as needed to run sessions, deal with enquiries, account for payments and resolve reasonable follow-up questions. Accounting records are kept for the period required by tax law. We keep health or support details only while needed for the relevant session or related concern, unless an incident requires longer retention. Accident, complaint and safeguarding records are retained for as long as reasonably needed for protection, legal or insurance purposes. Marketing details are kept until you unsubscribe or they are no longer useful. We review records and delete or anonymise them when no longer needed.

7. How do we protect it?

We restrict access to people who need information to run the sessions, use suitable passwords and access controls, and take reasonable care when sharing or storing records. No method of sending or storing information is completely risk-free.

8. Your choices and rights

You can ask to see the personal information we hold, correct inaccurate information, ask for deletion or restriction, object to certain uses, and request a portable copy where the law applies. You can withdraw consent for sensitive information, promotional messages or photographs at any time. Withdrawing consent does not affect use that was lawful before withdrawal, and some records may need to be kept for legal or safety reasons.

To make a request, contact When I Grow Up using the contact details above. We may need to check your identity and your authority to act for a child. You can also complain to the **Information Commissioner's Office (ICO)** at ico.org.uk if you are unhappy with how we handle your information.

9. Changes to this policy

We may update this policy as our sessions or booking arrangements change. The updated version will show its date and be made available to families.