Privacy Policy
Love, Bloom, Nest

Data Protection & Privacy Notice

1. Overview

We are committed to protecting the privacy and personal data of all parents, carers, and children who attend our parent and baby classes. This policy outlines how we collect, use, store, and safeguard your personal information in accordance with applicable data protection laws (including the General Data Protection Regulation / Data Protection Act).

2. Information We Collect

We collect personal information necessary to deliver safe, effective, and tailored class experiences. This includes:

- **Parent/Carer Details:** Full name, email address, phone number, emergency contact details, and postal address.
- **Child Information:** Child's name, date of birth, and any relevant health or developmental information (e.g., allergies, physical conditions, special considerations) necessary to ensure safety during sessions.
- **Payment & Booking Details:** Transaction records and booking history (financial payment data is processed securely via third-party payment providers and is not stored directly by us).
- **Media Data:** Photographs or video footage taken during classes (only with explicit prior consent).

3. How We Use Your Information

Your data is processed strictly for the following purposes:

- Managing bookings, registrations, class rosters, and payment processing.
- Communicating class details, schedule changes, updates, or venue announcementsEnsuring
- health and safety during sessions by accommodating relevant health conditions or medical requirements.
- Sending marketing communications or newsletters (only where you have opted in to receive them).
- Promotional use of class photography or video clips (subject to separate opt-in consent).

4. Legal Basis for Processing

We process your data under the following legal bases: (a) **Contract Performance** to fulfill class bookings; (b) **Legitimate Interests** for business management and communication; (c) **Legal Obligations** for tax and record-keeping; and (d) **Explicit Consent** for promotional media and marketing preferences.

5. Sharing & Third Parties

We do not sell, rent, or trade personal information to third parties. We may share data with trusted service providers who assist us in operating our business (e.g., booking platforms, email broadcast systems, and secure payment processors). All processors are required to handle data securely and in compliance with data privacy laws.

6. Data Security & Retention

We store personal data securely using encrypted electronic systems or restricted physical storage. Personal records are retained only for as long as required to fulfill the purposes outlined or as mandated by legal and accounting obligations. Medical and health details provided for class safety are securely deleted when no longer relevant.

7. Photography & Social Media

Media Protection Notice: We respect family privacy. Photos or videos taken during classes will only be published on social media, websites, or print materials if you have specifically given written or digital consent. You may update or revoke your media preferences at any time by contacting us.

8. Your Individual Rights

You have the right to request access to the personal data we hold about you, request corrections to inaccurate information, request erasure of your data under applicable conditions, or withdraw consent for marketing or media usage at any time. To exercise any of these rights, please contact us using the details listed above.