

Tiny Senses

1. Who We Are & Data Controller

Tiny Senses is a sensory baby class run by Darshna Parekh, offering sensory sessions for babies aged 0–6 months and 7–13 months in Leicestershire. For the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, **Darshna Parekh trading as Tiny Senses** is the Data Controller responsible for your personal information.

Class Venue Address: Elizabeth Park Sports & Community Centre, Checkland Road, Thurmaston, Leicester, LE4 8FN

Email Enquiries: Tinysensesuk@gmail.com

Telephone: 07463611565

2. The Information We Collect

When you book a class, register on our waiting list, or contact us, we may collect and process the following information:

- **Parent / Carer Information:** Full name, telephone number, email address, and designated emergency contact details.
- **Child Information:** Full name, date of birth or age (to ensure placement in the appropriate 0–6 month or 7–13 month class group).
- **Health & Medical Information (Special Category Data):** Relevant allergies, medical conditions, disabilities, or specific needs disclosed to ensure your baby's comfort and safety during activities.
- **Booking & Payment History:** Records of classes booked, term attendance, session credits, and payment transaction references (we do not store credit/debit card numbers).
- **Photography & Video:** Images and video clips captured during class sessions where explicit consent has been provided.

3. Why We Collect Your Data (Lawful Bases)

Under UK GDPR, we only collect and use personal data where we have a valid legal ground:

- **Contractual Performance:** To administer your bookings, register your attendance, send session confirmations, communicate timetable updates, and provide our sensory classes.
- **Legitimate Interests:** To manage class registers efficiently, maintain waiting lists, respond to enquiries, and ensure general operational safety.
- **Explicit Consent:** To capture and share photographs or videos on social media/marketing materials, to send future term re-booking announcements or special event notices, and to handle voluntary health or allergy disclosures.
- **Legal & Safeguarding Obligations:** To comply with statutory requirements, maintain accurate financial records for tax purposes (HMRC), and fulfil our duty of care and child protection safeguarding obligations.

4. Third-Party Service Providers & Data Sharing

We do not sell, rent, or trade your personal data to third parties. We share data only with trusted third-party service providers who assist in operating our business:

- **Class Booking Platforms:** Online booking and registration services (such as Happity or class management systems) that securely process bookings and customer profiles.
- **Payment Processors:** Secure third-party payment gateways (e.g. Stripe, PayPal, or direct bank transfer). Financial card transactions are handled directly by the processor under their strict encryption standards.
- **Digital Communications & Cloud Storage:** Secure cloud and email providers (e.g. Google Workspace) used to store class registers and handle emails.
- **Emergency Services & Authorities:** In exceptional circumstances where required by law, court order, or to protect the vital interests and welfare of a child.

5. Photography & Social Media Consent

We love capturing special moments during class! However, photography and filming of your baby are strictly optional. We will only publish images on Tiny Senses' social media channels or marketing materials if you have given explicit consent upon registration. You have the right to withdraw your consent at any time by letting the class leader know or emailing Tinysensesuk@gmail.com, after which no further images of your child will be used.

6. Data Security & Retention

We implement appropriate technical and organisational measures to ensure your personal data is kept secure against unauthorized access, alteration, disclosure, or loss:

- **Electronic Security:** Digital records, registers, and email correspondence are password-protected and stored on secure cloud services.
- **Retention Period:** General booking records and contact details are retained for as long as you attend our classes and for up to 2 years following your last attended session, or until you request deletion. Financial and accounting records are retained for 6 years in line with UK statutory tax requirements (HMRC).
- **Disposal:** When personal data is no longer required, it is securely deleted or shredded.

7. Your Individual Rights Under UK GDPR

Under UK data protection law, you hold several rights regarding the personal data we hold about you and your child:

- **Right of Access:** You can request a copy of the personal information we hold about you.
- **Right to Rectification:** You can request that inaccurate or incomplete details be updated.
- **Right to Erasure ("Right to be Forgotten"):** You may ask us to delete your personal data where there is no ongoing legal basis to retain it.
- **Right to Restrict or Object:** You can object to our processing of your data or ask us to restrict its processing.
- **Right to Withdraw Consent:** Where processing is based on consent (such as photos or marketing), you can withdraw it at any time without penalty.

8. Contact & Complaints

To exercise any of your data rights or if you have questions regarding this Privacy Policy, please contact Darshna Parekh by email at Tinysensesuk@gmail.com or by phone on **07463611565**.

If you are not satisfied with how your data is handled, you have the right to lodge a complaint with the UK data protection supervisory authority: **Information Commissioner's Office (ICO)** at www.ico.org.uk or by calling 0303 123 1113.

Tiny Senses • Elizabeth Park Sports & Community Centre, Checkland Road, Thurmaston, Leicester, LE4 8FN • Last Updated: September 2026