

Privacy Policy

Introduction

This privacy notice provides you with details of how we collect and process your personal data through your use of our site <https://kiddibops.co.uk> including any information you may provide through our site when you purchase a product or service, sign up for our guides, or take part in a prize draw or competition.

By providing us with your data, you warrant to us that you are over 13 years of age.

Midland Music Education Services Ltd is the data controller and is responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

Contact Details

Our full details are:

Full name: Midland Music Education Services Ltd.

Email address: info@kiddibops.co.uk

Postal address: 474 Chester Rd, Sutton Coldfield, West Midlands, B73 5BP

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at info@kiddibops.co.uk

What Data Do We Collect About You, For What Purpose and on What Grounds We Process It?

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

- **Communication Data** that includes any communication that you send to us whether that be through the contact form on our website, including our class booking system administered via <https://www.thinksmartsoftware.com>, through email, text, social media messaging, social media posting or any other communication that you send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.
- **Customer Data** that includes data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address, email address, phone number, contact details and purchase details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.

We may also use Customer Data to send you recommendations via email or Facebook adverts or other display advertisements about our goods and services that may be of interest to you. Our lawful ground for this processing is legitimate interests which is to grow our business.

- **User Data** that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back-ups of our website and/or databases and to enable publication and administration of our website, other online services and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business.
- **Technical Data** that includes data about your use of our website and online services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website. The source of this data is from our analytics tracking system. We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.
- **Marketing Data** that includes data about your preferences in receiving marketing from us and our third parties and your communication preferences. When we receive information from third parties, all future communications will come directly from Kiddibops. We process this marketing data to enable you to partake in our classes and promotions such as competitions, prize draws and free give-aways, job and business opportunities, to deliver relevant website content and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is (where you are a customer or have purchased goods or services from us within the previous two years or have been in negotiations for such goods or services) our legitimate interests which in this case are to study how customers use our products/services, to develop them, to grow our business and to decide our marketing strategy or (where you have not so purchased or negotiated and in relation to sending you direct marketing) your consent.

We do not collect any **Sensitive Data** about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

Where we are required to collect personal data by law, or under the terms of the contract between us and if you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do, we will notify you at the time, if possible.

We will only use your personal data for a purpose it was collected for, or a

reasonably compatible purpose if necessary. For more information on this please email us at info@kiddibops.co.uk. In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

We do not carry out automated decision making or any type of automated profiling.

How We Collect Your Personal Data

We may collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails or via social media). We may automatically collect certain data from you as you use our website by using cookies and similar technologies. Please see our [cookie policy](#) for more details about this.

We may receive data from third parties based inside or outside the EU such as analytics providers (eg. Google outside the EU), advertising networks (eg. Facebook outside the EU), search information providers (eg. Google) and providers of technical, payment and delivery services, such as data brokers or aggregators (inside and outside the EU).

We may also receive data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

Marketing Communications

You will receive marketing communications from us if you made a purchase or asked for information from us about our goods or services or, if you are not a customer, you gave us your details and agreed to receive marketing communications by ticking a box and in each case you have not since opted out of receiving such communications.

We do not sell your personal data to third parties and your personal data is only shared in accordance with section [Disclosures of Your Personal Data](#).

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases, warranty registrations etc.

Additionally, Kiddibops may pass on your personal information to online advertising tools, including Facebook Custom audiences, Google Adwords Match and Google Analytics to carry out 'remarketing activities' – thus if you've already visited our website we can direct back to it through ads shown on sites across the internet by third-party vendors, including Google and Facebook. These third party vendors may use cookies to serve these ads based on your past visits to our website.

We may have to share your personal data with the parties set out below:

- Midland Music Education Services Ltd.
- Between Kiddibops Class Leaders who provide the product or service. Note that we do not share data without the customer's explicit consent.
- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers.
- Government bodies that require us to report processing activities.
- Third parties to whom we transfer or merge parts of our business or our assets.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

Data Security

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

Data Retention

We will retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Your Legal Rights

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation->

[gdpr/individual-rights/](#)

If you wish to exercise any of the rights set out above, please email us at info@kiddibops.co.uk

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would be grateful if you contacted us first if you do have a complaint so that we can try to resolve it for you.

Third-Party Links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

Cookies

We use cookies on our website so that we can tailor the content to you, ensure it's working the way it should and make improvements.

A cookie is a small file of letters and numbers that is sent and stored on your computer and/or mobile device which provides us with information in relation to your website usage, and allows us to recognise that you have used our website before.

Cookies are safe and secure and are commonly used by websites.

A cookie typically contains:

- The name of the server the cookie was sent from
- The lifetime of the cookie

- A unique identifier (usually a number)

How cookies work

When you visit a Kiddibops website, our website server sends a cookie to your device and uses this number to recognise you when you return to the site or browse from page to page. This cookie is then stored on your computer or mobile device.

All websites can send a cookie to your browser if your browser settings allow it. Many websites do this to track online flow.

Types of cookies

Cookies may be categorised on the basis of their life span:

1. Session or temporary cookies: these cookies expire when you close your browser or when the session times out
2. Persistent or permanent cookies: these are usually stored on your hard disk and survive across multiple sessions but have a longer expiration date

A table detailing the types of cookies used on our website is shown [here](#).

Remarketing

If you've already visited our website we can direct you back to it through ads shown on sites across the internet by third-party vendors, specifically Google and Facebook. These third party vendors may use cookies to serve these ads based on your past visits to our website. Google and Facebook are [EU-US Privacy Shield Compliant](#). See also the section on [International Transfers](#).

Controlling or deleting cookies

You can easily control and disable cookies through your browser settings. Learn how to remove cookies set on your device <http://www.allaboutcookies.org/manage-cookies/> . Removal of cookies may impact the experience whilst using the website through repeated requirements for entry of confirmation.

This website uses cookies.

Your consent applies to the following domains:

Photographic Policy

Occasionally, we may take photographs or videos of the children in our classes for marketing purposes on social media. Written consent will be obtained from the parent or carer prior to the photograph being used. If we use photographs of individual children, we will not use the surname of that child in any accompanying text or photo caption.

From time to time, our classes may be visited by the media who will take photographs or film footage of a high profile event. Children may appear in these images, which will sometimes be published in local or national newspapers, or on approved local websites. Permission from the parent or carer will be obtained before such images are taken or used.

As a customer attending a Kiddibops class, should you wish to take photos or videos of your child in class you must get the permission of all other parents of children involved, whether deliberately or accidentally, in that photograph or video. Photographs or small videos taken at class must be for personal use only unless you get the written consent from Kiddibops and the parents involved. Full length videos are not permitted under any circumstances.