

# Privacy Policy

This privacy policy is for the website <https://www.littlepiccolos.co.uk> and served by Little Piccolos (postal address: 111 Coningham Road, London, W12 8BU). It governs the privacy of its users who choose to use it. It explains how we comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) and the PECR (Privacy and Electronic Communications Regulations).

This policy will explain areas of this website that may affect your privacy and personal details, how we process, collect, manage and store those details and how your rights under the [GDPR](#), [DPA](#) & [PECR](#) are adhere to.

Additionally, it will explain the use of cookies or software, advertising or commercial sponsorship from third parties and the download of any documents, files or software made available to you (if any) on this website.

Further explanations may be provided for specific pages or features of this website to help you understand how we, this website and its third parties (if any) interact with you and your computer / device in order to serve it to you. Our contact information is provided if you have any questions.

## **The DPA & GDPR May 2018**

We and this website complies to the DPA (Data Protection Act 1998) and already complies to the GDPR (General Data Protection Regulation) which comes into effect from May 2018.

## **Use of Cookies**

This website uses cookies to better the users experience while visiting the website. As required by legislation, where applicable this website uses a cookie control system, allowing the user to give explicit permission or to deny the use of /saving of cookies on their computer / device.

What are cookies? Cookies are small files saved to the user's computer's hard drive that track, save, and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors or use the cookie control system if available upon their first visit.

## **Website Visitor Tracking**

This website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie to your computer's hard drive to track and

monitor your engagement and usage of the website, but will not store, save or collect personal information.

### **Downloads & Media Files**

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third-party websites and advise users to verify their authenticity using third party anti-virus software or similar applications.

### **Contact & Communication With us**

Users contacting this us through this website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you products/services information through a mailing list system. This is done in accordance with the regulations named in 'The policy' above.

### **Personal data (user records) we collect and reason for collection**

- **Parent name:** to allow us to communicate with the parent by email, and address parents by name during Little Piccolos sessions
- **Parent email address:** to allow us to send termly invoices, share news, updates and class details with parents
- **Child name:** to allow us to address the child personally during Little Piccolos sessions
- **Child DOB:** to ensure the child is booked for the most relevant class

Personal data will never be shared with any third party for any commercial purposes.

### **Data removal**

- User records are deleted when that individual ends their relationship with Little Piccolos, unless specified otherwise in an email by the individual.
- You may request that your user record is deleted at any time, please contact Ella: [ella@littlepiccolos.co.uk](mailto:ella@littlepiccolos.co.uk)

### **Email Mailing List & Marketing Messages**

We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed, and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe at any time through an automated online service, or if not available, other means as detailed in the footer of sent marketing messages (or unsubscribe from all Mailchimp lists).

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data.

Our EMS (email marketing service) provider is; [www.mailchimp.com](http://www.mailchimp.com) and you can read their privacy policy in the resources section.

### **External Website Links & Third Parties**

Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites.)

Shortened URL's; URL shortening is a technique used on the web to shorten URL's (Uniform Resource Locators) to something substantially shorter. Users should take caution before clicking on shortened URL links and verify their authenticity before proceeding.

We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

### **Social Media Policy & Usage**

While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page.

v.1.0 May 2018, updated 19.04.19.