

PRIVACY POLICY

Effective date: September 1st, 2018

Last Reviewed: September 1st 2022

LullaBaby ("us", "we", or "our") operates the www.lullababy.co.uk website (the "Service") and acts as the Data Controller.

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from www.lullababy.co.uk

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Child's details

Usage Data

We do not collect information how the Service is accessed and used ("Usage Data"). (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookies Data

We do not use cookies and similar tracking technologies to track the activity on our Service.

Use of Data

LullaBaby uses the collected data for various purposes:

- To provide and maintain the service offering
- To notify you about changes to our service offering
- To allow you to participate in interactive features of our service when you choose to do so
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the service
- To detect, prevent and address technical issues
- Your information is not shared with any third parties
- We only store this information for as long as a legitimate interest exists

Your individual rights

Under the GDPR your rights are as follows.

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Transfer Of Data

Your information, including Personal Data, will not be transferred to anyone located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

LullaBaby will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Data

Legal Requirements

LullaBaby may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of LullaBaby
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

Security of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure.

While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, please contact us:

- By email: lullababyhq@outlook.com
- By visiting this page on our website: www.lullababy.co.uk
- By phone number: 07889 163938