

Privacy Policy

Who we are

This is the privacy policy of Kindermusik with Sarah. In this document, "we", "our", or "us" refer to Kindermusik with Sarah. Our registered office is at:

Kindermusik with Sarah
64 Durand Road
Earley
RG6 5YS

Introduction

This is a notice to inform you of our policy about all information that we record about you. It sets out the conditions under which we may process any information that we collect from you, or that you provide to us. It covers information that could identify you ("personal information") and information that could not. In the context of the law and this notice, "process" means collect, store, transfer, use or otherwise act on information.

We take seriously the protection of your privacy and confidentiality. Rest assured that your data will not be used for any purpose unintended by you and will not accidentally fall into the hands of a third party. Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our business. As a caring small business, we undertake to preserve the confidentiality of all information you provide to us, and hope that you reciprocate.

If you wish to find out more about your rights and our obligations to you in regards to the processing and control of your personal data please read the information provided at www.knowyourprivacyrights.org

The bases on which we process information about you

The law requires us to determine under which of six defined bases we process different categories of your personal information, and to notify you of the basis for each category.

If a basis on which we process your personal information is no longer relevant then we shall immediately stop processing your data.

If the basis changes then if required by law we shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

1. Information we process because we have a contractual obligation with you

When you become an enrolled customer on any of our classes and agree to our terms and conditions, a contract is formed between you and us and personal data about you and your child will be collected e.g. date of birth, details of any special educational needs.

We may use this data in order to:

- **provide you with our services** such as matching you to the right class and online registration.
- **provide access to digital home materials** via Kindermusik International. Data is provided to **Kindermusik International** at my.kindermusik.com to allow access to the digital home materials for all families and to manage the booking and administration of classes. As home materials are purchased by enrolled families and are available indefinitely to these families, Kindermusik with Sarah does not delete information from my.kindermusik.com but families

can request deletion from Kindermusik International directly at info@kindermusik.com – see their own terms and privacy policy <https://www.kindermusik.com/terms>.

- **provide you with information about our classes** and to give advice and information relating to early child development and how to obtain the most from using our classes.

We process this information on the basis there is a contract between us and we regret that if there are one or more points above with which you are not happy, we cannot continue to provide you with access to our classes. All personal information held about you can be accessed and updated at any time via at my.kindermusik.com.

Occasionally, we may use this information in a general way and use it to provide business information, for example to monitor our performance. If we use it for this purpose, you as an individual will not be personally identifiable.

We shall continue to process this information until the contract between us ends after which time, your data will be kept, if necessary, for a seven-year period to meet any legal obligations such as tax requirements.

2. Information we process with your consent

When you enquire and ask us to provide you with more information about our classes, you provide your implicit consent to us to process information that may be personal information. This may be by e-mail, Facebook, or our website form to which you would reasonably expect us to reply.

We use myKPro (my.kindermusik.com) to process leads and deliver informational emails to families who have already expressed an interest in our classes and families. This may, for example, include reminder emails about an introductory class that you have requested or provide FAQ information prior to enrolment.

In addition, we also use myKPro to deliver our general newsletter mailing list and new enquirers are automatically added to this list. This mailing list is used to advertise news and information regarding our business or about relevant community information. Customers can opt out of receiving these emails via the Unsubscribe function on any emails received at any time.

We may aggregate information in a general way and use it to provide business information, for example to monitor the conversion rate of new enquiries. No individual is identifiable in this processing of data.

3. Information we process for the purposes of legitimate interests

We may process information on the basis there is a legitimate interest, either to you or to us, of doing so.

Where we process your information on this basis, we do after having given careful consideration to:

- whether the same objective could be achieved through other means
- whether processing (or not processing) might cause you harm
- whether you would expect us to process your data, and whether you would, in the round, consider it reasonable to do so

For example, we may process your data on this basis for the purposes of:

- record-keeping for the proper and necessary administration of our classes. For example, to manage customer leads effectively, we maintain a basic record of leads on Trello (<https://trello.com/privacy>) but if no contract has been made with a family to supply classes after 6 months, these records are deleted.
- responding to unsolicited communication from you to which we believe you would expect a response
- protecting and asserting the legal rights of any party, for example email and Facebook conversations are regularly archived but are still retained in case of any future dispute or complaint.

4. Information we process because we have a legal obligation

We are subject to the law like everyone else. Sometimes, we must process your information in order to comply with a statutory obligation.

For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

This may include your personal information.

Specific uses of information you provide to us

1. Information relating to your method of payment

Payment information is never taken by us or transferred to us and our staff do not have access to it.

At the point of payment, you are transferred to a secure page on the payment gateway Stripe (<https://stripe.com/gb/privacy>). Payment gateway websites may be branded to look like a page on our website, but it is not controlled by us.

2. Sending a message to our administrative team

When you contact us, whether by telephone, through our website or by e-mail, we collect the data you have given to us in order to reply with the information you need.

We record your request and our reply in order to increase the efficiency of our business.

We keep personally identifiable information associated with your message, such as your name and email address so as to be able to track our communications with you to provide a high-quality service.

3. Information relating to class bookings

All introductory class and class bookings are managed through Kindermusik International (myKPro) (see section 2 above)

Use of information we collect through automated systems when you visit our website

1. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit any website. They allow information gathered on one web page to be stored until it is needed for use on another, allowing a website to provide you with a personalised experience and the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time, such as one day or until you close your browser. Others last indefinitely.

Your web browser should allow you to delete any you choose. It also should allow you to prevent or limit their use.

Our website uses cookies. We only use cookies to track how you use our website and to remarket our services to Facebook and Instagram audiences

When you first visit our website, we tell you that we use cookies. If you prefer not to use cookies then you will need to navigate away from our website.

2. Personal identifiers from your browsing activity

Requests by your web browser to our servers for web pages and other content on our website are recorded.

Using Google Analytics, we record standard internet log information such as your geographical location and Internet service provider and details of visitor behaviour patterns. We also record information about the software you are using to browse our website, such as the type of computer or device and the screen resolution.

We use this information in aggregate to assess the popularity of the webpages on our website e.g. number of visitors and how we perform in providing content to you. This information is only processed in a way which does not identify anyone.

Sharing or transferring your data

We will never sell on or give your data to any third party unless stated in this policy. Our website is hosted in the United Kingdom however, your data may be processed outside of the European Union during the course of administering our business. Our Kindermusik International (myKPro) and Stripe payment gateway are hosted in the United States as is our email client (Google). Like most large businesses, Google, Facebook, Trello and Stripe are all participants in the EU-US Privacy Shield framework and therefore have a duty to comply with the data protection requirements set down in EU law.

Kindermusik International will never pass on your data to any other parties and you can see their policy here <https://www.kindermusik.com/terms>

Access to your own information

1. Access to your personal information

At any time, you may review or update personally identifiable information that we hold about you, by signing in to your account on my.kindermusik.com. To obtain a copy of any information that is not provided on our website you may send us a request at info@kindermusikwithsarah.co.uk

After receiving the request, we will tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

2. Removal of your information

If you wish us to remove personally identifiable information from our systems, you may contact us at info@kindermusikwithsarah.co.uk

This may limit the service we can provide to you and can only be undertaken if our legal basis allows.

3. Verification of your information

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

4. How you can complain

If you are not happy with our privacy policy or if have any complaint then you should tell us by email. Our address is info@kindermusikwithsarah.co.uk

If a dispute is not settled then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.

If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office. This can be done at <https://ico.org.uk/concerns/>

5. Review of this privacy policy

We will review and update this privacy policy annually. If you have any question regarding our privacy policy, please [contact us](#).