

WHOOSHPOP Privacy Policy – DATA PROTECTION POLICY

Why we need your data

This is simply to be able to run the business. When you book, that being a trial class or a term booking, we need to know who you are, who will attend the class with your child(ren) and how to contact you or your emergency contact.

We also need to know the age of your child(ren) to make sure the class is appropriate, their name to pre-prepare their badges and if there are any medical conditions we need to be aware of. This is simply to personalise the class as much as possible and more importantly to ensure the safeguarding of your child(ren).

Finally, when you are paying, the payment provider needs to know your details to verify the card (this information is not retained by us).

What information do we collect

If you have expressed consent to be added onto our WhooshPop database (on www.whooshpop.com, at time of booking, from a WhooshPop survey...), your email address and full name will be securely stored indefinitely.

If you have paid for a WhooshPop class (trial class or term booking), we will collect the below information. This is necessary information for the running of WhooshPop. The information we hold includes:

Parents/Guardians: Carer full name, relationship to the child, full name of carer attending the class, address, email, mobile numbers and emergency contact details (name & phone number).

Children: Name, date of birth, medical conditions of the children attending the class. This information is also held for younger children under 2, accompanying older paid children.

Consent: for each booking, we request your consent to add you to our database to receive news from WhooshPop.

In joining a trial class or full term, you agree with our T&C's parents/guardians. As part of our service, we send you weekly pre-class teaser and post-class home inspiration. For more information, please refer to our T&C's. You will receive those two emails even if you do not wish to be on our main marketing email list. This is part of the WhooshPop offering.

Marketing information: At the time of booking, we also ask "where you heard about WhooshPop". This is an optional field allowing WhooshPop to monitor its marketing activities and its effectiveness.

All of the data we store in our database is password protected and is kept confidential.

If you have shown interest in a WhooshPop class, we keep track of this information (parents/guardians name & email address and child's name) in our database. This information is necessary for the running of WhooshPop.

In the instance that an individual objects to the processing of their personal data, this individual data will simply be deleted from any system. If the customer is still a current customer (e.g. the term has not finished), WhooshPop reserves the right to cancel his or her place in the class with immediate effect and without any refund of the remaining of the term.

Who we share your data with

We share your data with third party companies who help us in processing the data in hosting the website and companies who process payments on our behalf. To our best knowledge, all organisations that WhooshPop work with are fully compliant with the new GDPR policies.

All the customer details can be saved to facilitate the booking. When you receive a booking confirmation email, there is a link on there for you to set a password on your account. If you do this, it will prompt you to login when you place a new booking with the same email and it will allow you to pre-populate the booking fields with previously entered information. This is your saved profile in our booking system. The aim is to make booking much easier.

If you do not set a password, your personal details won't be remembered and you would have to re-key all the information for future bookings.

We do not share personal data with third parties, other than as mentioned above, unless there is a requirement to do so by law or in the good-faith belief that such action is necessary to comply with legal processes.

Why we would prefer you opt-in to our communications

When booking for the first time, we will ask you if you would like to receive our news and offers from WhooshPop. We will never send you content that is not relevant to our classes. In general, you will receive our newsletters and information about the class and WhooshPop's development.

We would prefer you opt-in when you book so that we can tell you about any offers or when rebooking time comes around. Our classes can be full and sometimes have waiting lists, so we would rather we make sure you know when it's time to rebook. If you choose not to opt-in we will announce rebooking schedules during the class and on our social media platforms.

Your information will never be passed or sold to any third-parties for any marketing purpose.

Your rights

You can withdraw your consent at any time and decide to unsubscribe. At the end of each email, there is an unsubscribe link. You can also email us at hello@whooshpop.com and we will confirm when we have done this.

If you wish to view or amend, you can also do it at any time from the bottom of any email. If you wish to receive a copy of information about you that we have in our database, you may request it by emailing us at hello@whooshpop.com.

Under GDPR you have the right to rectify, erase, restrict processing, or obtain and reuse your personal data for your own purposes across different services.

How long do we keep hold of your information

We will not keep personal data longer than is necessary for the purpose or purposes for which they were collected. We will take all reasonable steps to destroy, or erase from our systems, all data which is no longer required.

For paid customers, we retain your information for the minimum period possible for business or legal reasons. For legal reasons in the UK, this is often set at a minimum of 6 years.

If formal consent was given at the time of booking in regards to your email address and you consented to hear news from WhooshPop, we will keep the parent/guardian email address and name on our secured database indefinitely. Again, unsubscribe is available at any time from any WhooshPop email or by emailing us at hello@whooshpop.com

Data Breach

All companies and the GDPR acknowledge that data breaches can and do occur. Unfortunately, no security system, or system of transmitting data over the internet, can be guaranteed to be 100 per cent secure. As a result, while we strive to protect your personally identifiable information, we cannot guarantee the security of our servers, the means by which information is transmitted between your computer and our servers, or any information provided to us or to any third party through or in connection with WhooshPop site. You provide all such information at your own risk. To minimise the risk, WhooshPop only uses and works with suppliers and organisations that, to our best knowledge, are also fully compliant with the new GDPR policies.

In the case of a breach, we will do our best to minimise the impact and to ensure that those affected are kept informed.

Multiple controllers

Within your relationship with WhooshPop, you will interact with several Data Controllers. This is not unusual or unique to us and they include the specialist companies that perform certain functions for us such as taking payment or running the booking system. We have contracts with each of these companies and review their policies and procedures on a regular basis. Should you wish to know more about this you may contact us at hello@whooshpop.com.

Cookies

www.whooshpop.com uses one type of 'Cookie' to function:

Google Analytics is a free service provided by Google inc. which sets a cookie that allows us to evaluate how visitors use the site, and gives us broad trends in how people access the website such as whether they are using a computer or a mobile phone, country and source of traffic. This is essential to us in helping make sure we provide the right information in the right format for our visitors.

For more information on the cookies set by Google Analytics please click here (<https://policies.google.com/privacy>) to see Google's privacy policy. You can also opt out of being tracked on Google Analytics. Simply visit Google's opt out page please click here (<https://support.google.com/ads/answer/2662922?hl=en-GB>). Please note: Choosing this option in Google Analytics will opt you out for all websites not just www.whooshpop.com

EU Cookie Directive

As you may have read, the law has recently changed in relation to the use of Cookies. Guidance is however still evolving and many of the options available are quite obtrusive and can interrupt your browsing experience. Therefore, we have taken the view that currently we will provide information on the cookies we provide (as above) and advise users on how to change their browser settings to block cookies, please click here (<http://www.aboutcookies.org.uk/managing-cookies>), to learn more. This will allow you to take control of cookies across all websites, not just on www.whooshpop.com.

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