

## SweetDreams Baby Groups – Privacy Policy

At SweetDreams Baby Groups, your privacy is important to us. This policy explains how your personal information is collected, used and protected when you attend classes, courses, workshops or events.

### 1. Who We Are

SweetDreams Baby Groups provides baby massage, sensory, reflexology and baby spa sessions for parents, carers and babies.

### 2. Information We Collect

We may collect the following information when you book or attend sessions:

- Parent/carer name
- Baby's name and date of birth
- Contact details such as email address and phone number
- Emergency contact information
- Relevant medical information, allergies or additional needs
- Payment and booking information
- Photographs or videos (only with permission)

### 3. How Your Information Is Used

Your information is collected to:

- Manage bookings and class attendance
- Contact you about sessions, changes or updates
- Provide a safe experience for you and your baby
- Respond to enquiries
- Process payments
- Improve SweetDreams services
- Share promotional material only where consent has been given

### 4. Storage & Protection of Data

Your information is stored securely and only accessed when necessary. SweetDreams takes reasonable steps to protect your data from loss, misuse or unauthorised access. Personal information will not be sold or shared with third parties unless required by law.

### 5. Photography & Social Media

Photos or videos taken during sessions will only be used with your permission. You can withdraw consent for use of images at any time by contacting SweetDreams. Parents/carers taking personal photos during sessions must respect the privacy of others.

### 6. Sharing Information

SweetDreams will only share your information:

- Where legally required
- If there is a safeguarding concern
- With trusted payment or booking providers where necessary for services to operate

### 7. Your Rights

You have the right to:

Request access to the information held about you  
Request correction of inaccurate information  
Request deletion of your personal data where appropriate  
Withdraw consent for marketing or photographs at any time

Requests can be made by contacting SweetDreams directly.

#### 8. How Long Information Is Kept

Personal information will only be kept for as long as necessary for business, legal or insurance purposes.

#### 9. Changes to This Policy

SweetDreams may update this Privacy Policy from time to time. The latest version will always be available upon request or shared through official SweetDreams platforms.

#### 10. Contact

If you have any questions about this Privacy Policy or how your data is handled, please contact SweetDreams directly.

Thank you for trusting SweetDreams 