Privacy Policy

Data Collection & GDPR

The General Data Protection Regulation was a new EU law that became effective on 25th May 2018. In line with the regulation this document will help you be aware of and understand which data we collect, why, what it is used for, how we store it and for how long.

1. Lawful Reason For Collecting Data

We collect data in order to enable communication between us and our clients in relation to their booking or order. In terms of classes and courses we also collect information that is relevant to the health, safety and wellbeing of our clients and for us to assess suitability for the booked class or course. We also collect your responses to our requests for permission to include you in our newsletter, the WhatsApp groups for class communications and your permission to take and use images within our classes and events. Please see our booking forms for more detailed information on photos and their usage.

2. Use Data Only For What It Is Collected For

Your data is to allow us to keep in contact with you about your class or order and to share relevant class materials with you. We further ask you to opt in to our client newsletter in order to pass on information in relation to other products that may be of interest to you.

3. Only Collect Necessary Data

We collect only the following data for courses: name, age, email address, phone number, emergency contact details (in-person classes only). Health and wellbeing information on both mother and baby to assess suitability. Baby's date of birth, name. Allergy and special needs information. Permissions regarding WhatsApp group, photographs and newsletter.

4. Keep Data Accurate & Up To Date

We ask you to complete a new booking form or update your information for each course/class that you book to ensure that our information is up to date and correct.

5. Keep Data Only For As Long As Necessary

We keep data according to the following reasons: Throughout the duration of your course for instructor reference and assessment. As long as is required for taxation purposes and as long as it required for litigation purposes.

6. Protect Collected Data

We never share your data with other parties with the exception of other providers in co-hosted events whereby your health, safety and suitability is subject to their assessment. All data we collect is stored on secure encrypted third party sites designed specifically for purpose of data collection and protection. All class notes and documentation used by our instructors is stored on a secure remote cloud system that is password protected and not accessible by others.

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