



Huddle & Bliss Privacy Policy

Last updated: February 2026

Huddle & Bliss is committed to protecting your privacy and handling your personal information in a safe, transparent and respectful way.

This policy explains how we collect, use, store and protect your information when you use our services.

Who we are

Huddle & Bliss provides infant, parent and women's wellbeing services including classes, workshops, consultations, residential family assessment unit support and home visits.

For the purpose of data protection law, Huddle & Bliss is the **data controller** of the personal information you provide.

Contact:

hello@huddleandbliss.uk

The type of information we collect

We may collect the following information from you:

Personal details

- Parent/carer names
- Baby's name and date of birth
- Contact details (email, phone number)
- Emergency contact details
- Booking and attendance records



Health and wellbeing information

To ensure safe participation and meet our professional duty of care and insurance requirements, we may collect:

- Pregnancy and birth information
- Medical conditions or treatments (parent or baby)
- Medication information
- Allergies
- Additional support or learning needs
- Emotional wellbeing information
- Information about professional support involved in your care (e.g. health visitor, social worker)

This information is considered **special category health data** under UK GDPR and is treated with the highest level of confidentiality.

How we collect your information

We collect information when you:

- Complete registration or health forms
- Book or attend classes, workshops or consultations
- Contact us via email, social media or website
- Participate in services within Residential Family Assessment Units
- Update us with changes to your information

Why we collect your information

We only collect information that is necessary to:



- Assess suitability for services
- Provide safe and appropriate sessions
- Tailor support to you and your baby
- Meet safeguarding responsibilities
- Meet insurance requirements
- Communicate important service updates
- Maintain accurate business and attendance records
- Meet legal obligations

We do **not** use your information for automated decision-making or profiling.

Lawful basis for processing

Under UK GDPR, we rely on the following lawful bases:

Legitimate Interest

To run our business, deliver services safely and maintain records.

Vital Interests / Duty of Care

To ensure the safety and wellbeing of parents and babies.

Legal Obligation

To comply with safeguarding and insurance requirements where applicable.

Special Category Data Condition

Health and wellbeing information is processed for the purposes of providing health and wellbeing support and safeguarding.

How we store and protect your data

Your information is stored securely using password-protected systems and secure digital storage.

We take appropriate technical and organisational measures to protect your data from:



- Loss
- Misuse
- Unauthorised access
- Disclosure
- Alteration

Only Huddle & Bliss has access to your information.

How long we keep your information

We retain information only for as long as necessary for legal, insurance and safeguarding purposes.

Typical retention periods:

- Registration and health forms: up to **7 years**
- Safeguarding-related records: in line with safeguarding guidance and legal requirements

After this period, information is securely deleted.

Sharing your information

Your information is **never sold or shared for marketing purposes**.

We may share information only if required to:

- Comply with legal obligations
- Respond to safeguarding concerns
- Protect the safety of a child or vulnerable adult

Where possible, this will always be done in line with safeguarding procedures.

Your data protection rights



Under UK data protection law, you have the right to:

- Request access to your data
- Request correction of inaccurate data
- Request deletion of your data (where legally possible)
- Object to processing in certain circumstances
- Request restriction of processing

To exercise any of these rights, contact:
hello@huddleandbliss.uk

How to complain

If you have concerns about how your data is handled, please contact us first so we can help.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

www.ico.org.uk

Updates to this policy

We may update this privacy policy from time to time.

The most recent version will always be available upon request and within registration forms.