

Privacy Policy

Organisation: With The Tide Nurture

Data Controller: Lucy Norris

Email: lucy@withthetidenurture.co.uk

Effective Date: 20.07.26

Review date: 20.07.27

1. Introduction

With The Tide Nurture is committed to protecting your privacy and handling your personal information responsibly and in accordance with UK data protection law.

This Privacy Policy explains what information we collect, why we collect it, how we use it, and your rights in relation to your personal information.

2. Who We Are

With The Tide Nurture provides parent-and-baby classes and related activities.

For the purposes of data protection law, Lucy Norris, trading as With The Tide Nurture, is the Data Controller responsible for processing your personal data.

3. Information We Collect

- We may collect and process the following information:
- Information you provide directly
- Name
- Email address
- Telephone number
- Details relating to class bookings
- Information provided in enquiries or correspondence
- Information about your baby

We may collect limited information about your baby where necessary for participation in classes, such as:

- Baby name
- Date of birth or age range
- Relevant medical, allergy or accessibility information that you choose to provide
- Payment Information

Payments may be processed through third-party payment providers. We do not store full debit or credit card details.

4. How We Use Your Information

We use personal information to:

- Process bookings and payments
- Communicate about classes and events
- Respond to enquiries
- Manage attendance records
- Provide a safe and suitable service
- Comply with legal obligations
- Maintain safeguarding records where necessary

We will only use your information for the purposes for which it was collected.

5. Lawful Basis for Processing

We process personal data under one or more of the following lawful bases:

- Performance of a contract (providing classes and services you have booked)
- Legitimate interests (running and improving the business)
- Consent (for marketing communications and photographs where applicable)
- Legal obligations (where required by law)
- Vital interests (where information is required to protect someone's health, safety or welfare)

6. Photography and Videos

Photographs or videos may only be taken, used or shared where appropriate consent has been obtained.

You may withdraw consent for future use of photographs or videos at any time by contacting us.

7. Marketing Communications

Where you have consented, we may send information about classes, events and offers.

You can unsubscribe from marketing communications at any time by:

Clicking the unsubscribe link in emails or contacting us directly.

8. Sharing Information

We do not sell personal information.

We may share information with:

- Payment providers
- Booking and administration systems
- Professional advisers where necessary
- Regulatory or law enforcement authorities where legally required
- Safeguarding agencies where necessary to protect a child or vulnerable person

Information will only be shared where there is a lawful basis to do so.

We may use third-party service providers for email communications, class bookings, payment processing and cloud-based storage. These providers are required to handle personal information securely and in accordance with data protection law.

9. Safeguarding Information

Where a safeguarding concern arises, information may be retained and shared with relevant safeguarding agencies, health professionals, social care services or law enforcement agencies where necessary to protect a child or vulnerable person.

The safety and welfare of children takes priority over confidentiality where a safeguarding concern exists.

10. How Long We Keep Information

We will only retain personal information for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting and safeguarding requirements:

- Booking and attendance records may be retained for up to 3 years.
- Financial records may be retained for 6 years to comply with HMRC requirements.
- Safeguarding records may be retained for longer where required by law or safeguarding guidance.
- Marketing records will be retained until consent is withdrawn.

When information is no longer required, it will be securely deleted or destroyed.

11. Data Security

We take reasonable steps to protect personal information from loss, misuse, unauthorised access, disclosure or alteration.

Personal information may be stored electronically on password-protected devices, secure cloud-based systems and booking platforms used to administer classes and workshops.

12. Your Rights

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

- Request access to your personal information
- Request correction of inaccurate information
- Request erasure of your information in certain circumstances
- Request restriction of processing
- Object to certain processing activities
- Withdraw consent where consent is relied upon
- Complain to the Information Commissioner's Office (ICO)

13. Contacting Us

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

Lucy Norris

With The Tide Nurture

Email: lucy@withthetidenurture.co.uk

Phone: 07548968139

14. Complaints

If you are unhappy with how your information has been handled, please contact us first so we can try to resolve the matter.

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

Name: Lucy Norris

Date: 20.07.26