

Privacy Policy

Effective Date: 19 March 2025

1. Introduction

Welcome to **My Childcare and Me Ltd** ("we," "our," or "us"), which operates both the nursery services and **The Parent Club**, our parent support services. We are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you use our website and services.

2. Data We Collect

We may collect and process the following information:

- **Personal Information:** Name, email address, phone number, postal address, and any information provided when contacting us or registering for our services.
- **Child Information:** Name, date of birth, medical conditions, allergies, emergency contact details, and developmental needs for nursery enrolment.
- **Payment Information:** If applicable, we collect billing details for payments and invoices.
- **Website Usage Data:** IP address, browser type, time zone, and interactions with our website (cookies and analytics data).

3. Legal Basis for Processing Data

We process personal data under the following legal bases:

- **Consent:** When you provide explicit consent for us to process your personal data (e.g., signing up for newsletters or marketing communications).
- **Contractual Necessity:** When processing your data is necessary for fulfilling our contractual obligations (e.g., processing registrations and payments).
- **Legal Obligations:** When we need to process data to comply with legal or regulatory requirements (e.g., safeguarding laws).
- **Legitimate Interests:** When processing is necessary for our legitimate business interests, such as improving services and ensuring security, without infringing on your rights.

4. How We Use Your Information

We use the information collected to:

- Provide childcare and parent support services
- Process registrations and payments
- Communicate with you about our services, updates, and events
- Improve our website and customer experience
- Comply with legal and regulatory requirements

5. Marketing Communications

If you have given consent, we may send you marketing communications about our services, events, or special offers. You may opt-out at any time by clicking 'unsubscribe' in our emails or by contacting us directly.

6. Children's Data Protection

As we provide childcare services, we take extra precautions to protect children's data. We only collect and process children's personal information with parental or guardian consent. This data is securely stored and used strictly for the purposes agreed upon, such as childcare enrolment and support services.

7. Hosting and Third-Party Services

Our website is hosted on **Wix**, which provides us with an online platform to offer our services. Wix may collect data such as IP addresses and user interactions through cookies and tracking technologies. Please refer to **Wix's Privacy Policy** for further details on their data practices.

8. Embedded Content and Third-Party Tools

We may use third-party tools such as **Google Analytics** and social media plugins, which may collect user data in accordance with their privacy policies. These tools help us improve our website performance and provide relevant content. You can manage third-party cookies in your browser settings.

9. Sharing Your Information

We do not sell or rent your personal data. We may share it in the following situations:

- With service providers who help operate our website and services (e.g., payment processors, IT support)
- When required by law, such as safeguarding concerns, regulatory authorities, or legal processes
- With your explicit consent for referrals or additional support services

10. Data Security

We implement security measures to protect your personal data. However, no method of transmission over the internet is completely secure. We strive to use commercially acceptable means to protect your personal information but cannot guarantee absolute security.

11. Your Rights

Under UK GDPR, you have rights including:

- **Access:** Request a copy of the personal data we hold about you
 - **Correction:** Request correction of inaccurate or incomplete data
 - **Deletion:** Request the removal of your personal data under certain conditions
 - **Objection:** Object to processing of your data for marketing or legitimate interest purposes
 - **Data Portability:** Request transfer of your data to another service provider
- To exercise your rights, please contact us at info@myandme.co.uk.

12. Data Retention

We retain personal data for as long as necessary to provide services and comply with legal obligations. When no longer required, we securely delete or anonymise it.

13. Cookies and Tracking Technologies

Our website may use cookies to enhance user experience and analyse website performance. You can manage cookie preferences through your browser settings.

14. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of these websites and encourage you to review their privacy policies when visiting them.

15. Changes to This Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page, and where appropriate, notified via email.

16. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact us:

My Childcare and Me Ltd

1 Tranquil Vale, Blackheath, London SE3 0BU

Email: info@myandme.co.uk