



All About Babies is the Data Controller of your personal data and as such, is responsible for determining the purposes and means of processing your personal data.

Our ICO registration number is: **ZA861110**.

We collect and uses personal data relating to our clients in order to provide our services. We are committed to being transparent about how we use that data and to meeting our data protection obligations. This notice sets out the bases on which we collect, use and disclose your personal data, as well as your rights in respect of such personal data.

We reserve the right to update this privacy notice at any time and we will provide you with a new privacy notice if we make any substantial updates.

## How and why do we collect information about you?

All About Babies only ever collects personal information directly from you. Data will be obtained electronically from our website in any forms you complete, in person during home visits, or on the telephone.

We use all the information you provide to enrol you on the various sleep support consultation services we provide and to communicate with you.

We will typically use your information for the following reasons:

- To enrol/start you on a sleep support course or package
- Determining the nature of the services required and to tailor the support provided
- Generally administering the service contract we have entered into with you
- Communicating and managing our relationship with you
- To improve your experience using our website
- Evaluating the effectiveness of our services, either by contacting you directly for feedback or using anonymised or pseudonymised data for analysis

We will only use your information for the purposes for which we collected it, unless we reasonably believe that we need to use it for another reason that is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so.

## What information do we collect and use:

### **Full sleep support packages**

We will collect the following information as necessary for the support being providing:

- Full name
- Email address
- Home address
- Telephone number
- Child's full name
- Child's date of birth

- Child’s mental or physical health related information
- Other relevant information relating to your child e.g. use of dummy or comforter, feeding method and sleeping arrangements
- Other relevant family information such as the child’s siblings and family structure
- Information relating to your pregnancy with your child
- You/ your child’s daily routine
- Your sleep concerns and goals relating to your child

**When you enrol or sign up to any course or package:**

- Full name
- Email address
- Telephone number
- Date and time of order
- IP address
- Billing details: full name, home address, email address, phone number
- Name of course purchased
- Any information provided in the order notes

**Top Tips Subscription:**

- First name
- Email Address

**When you visit our website**

**Use of Cookies:**

Cookies provide information regarding the computer used by a visitor or help improve the user’s experience on the website. Where used, these cookies are downloaded to your computer and stored on the computer’s hard drive.

We collect a range of information about visits to the All About Babies website. The table below explains what cookies we use and why.

Cookie	Name	Purpose
Cookie to check if cookies can be placed:	cookie_notice_accepted	A minimalistic browser extension which sets cookies to tell our websites that users have accepted the cookie notice, so it won’t ask you again.
Universal Analytics (Google)	_ga _ga_3L08SREWZF _gid _gat _gali	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in a way that does not directly identify anyone, including the number of visitors to the website, where

visitors have come to the website from and the pages they visited. Read Google's overview of privacy and safeguarding data [here](#).

Book a FREE 15 min call pop up cookie: pum-3464

To effectively display and remember settings related to this pop up.

You can adjust the settings on your computer to decline any cookies if you wish. This can be done within the “settings” section of your computer. For more information, please read the advice at [AboutCookies.org](http://AboutCookies.org).

**When you send an enquiry through the website:**

- Full name
- Email address
- Telephone number if you provide it
- Other personal information you may choose to provide in your message

**When you book a free 15 minute call:**

- Full name
- Email address
- Telephone number

**Marketing Communications**

Under the Privacy and Electronic Communications Regulations (PECR), we may send you marketing communications from us if (i) you made a purchase or asked for information from us about our goods or services or (ii) you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since.

You can ask us to stop sending you marketing messages at any time by clicking on the unsubscribe link at the bottom of our emails.

**Legal Basis for processing**

Data protection law only permits us to process your personal if we have a lawful basis to do so. The following are the ones we rely to allow us to do this:

**Contract** It is necessary for the performance of a contract to which you are a party. This relates to information that we need to sign you up to courses or support packages and to provide sleep consultation services which you have paid for.

**Legitimate Interests** We will collect and use your data for our legitimate business interests in providing quality services, to ensure that we tailor the support we provide, to



manage our relationship with you, and to evaluate and maintain the efficacy of our services more generally. Where we use this basis, we will have ensured your interests and fundamental rights do not override those of ours.

**Explicit Consent** Where we process special categories of data, such as health related information, we rely on your explicit consent which can be withdrawn at any time. Please note that withdrawing consent may mean we cannot properly provide sleep consultation services to you in full or at all.

## Our data processors

All About Babies uses industry leading third party software and platforms to help manage the services we provide:

- The software we use for scheduling support calls booked through our website is called **Acuity Scheduling**, which is owned by a company called Squarespace. You can read their Privacy Notice [here](#) for more information.
- Our Top Tips Emails and Newsletters are sent and managed through **Mailchimp**. You can read their privacy notice [here](#).

## Sharing your data

Your information will not be shared with any third parties, other than those described above which is limited to the minimum data necessary to provide the service.

All About Babies may be required to share your data with third parties when legally obliged, for example to safeguard children or with the police for matters relating to the detection and prevention of crime.

### International Transfers

When you sign up to our Top Tips emails or book a call using the website's scheduling tool, your personal data is shared with our third party software platforms who are based outside the UK or European Economic Area (EEA).

Where we use service providers that process your data outside of the UK or EEA, we ensure they use legally approved mechanisms which demonstrate that they have equivalent safeguards in place to protect your personal data.

All About Babies will never transfer your data outside of the UK, other than in these circumstances without your express permission.



## Protecting your information

We take the security of your data and our data protection responsibilities very seriously. We have controls in place to ensure that your data is not lost, accidentally destroyed, misused, disclosed, or wrongly accessed.

We ensure that your personal data is processed lawfully and respectfully, ensuring that we are always compliant with data protection laws and information security standards- namely the General Data Protection Regulation and Data Protection Act 2018.

Our website is securely hosted in the UK by Liquid Moon with reliable backups maintained to ensure the security and access to data.

We only use webmail which uses TLS (Transport Layer Security) to protect email traffic and any other data we process is retained in encrypted cloud-based storage.

If you contact us through social media, your messages are securely stored within their platform and messaging service.

## Retaining your information

If you enrol on an online course, your information is retained for 3 years after which it is securely deleted.

If you participate in a sleep support package, your information is retained for 3 years, after which your file is fully anonymised to ensure you are no longer identifiable from the information.

Any Whatsapp group communications are deleted as soon as the sleep support consultation period ends.

If you send us an enquiry through our website, your information is retained for 90 days after which it is fully deleted.

## Your rights

The GDPR grants you certain rights in regards to your personal data, and the way in which it is processed. Under certain circumstances, by law you have the right to:

- access and obtain a copy of your data on request
- require us to change incorrect or incomplete data
- require us to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing
- The right to data portability
- Rights in relation to automated decision making and profiling

If you would like to exercise any of these rights, please contact us.



For more information about your data protection rights please visit the ICO's website [here](#).

## Exercising your rights

If you wish to exercise any of the above rights or wish to generally contact us about any information contained in this notice please contact us 0781 366 0916 or email [vikki@allaboutbabies.org.uk](mailto:vikki@allaboutbabies.org.uk)

If you are still not happy with how we are processing your information, you can contact the Information Commissioner's Office at:

Information Commissioner's Office,  
Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF  
[www.ico.org.uk](http://www.ico.org.uk)