



Data Protection & GDPR Policy

Policy Statement

Play, Learn, Grow! Cannock is committed to protecting the privacy and personal data of all parents, caregivers and babies attending sessions. This policy outlines how personal information is collected, used, stored and protected in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

We ensure that all personal data is handled lawfully, fairly and transparently, and only collected where necessary for the safe and effective running of sessions.

Information We May Collect

Play, Learn, Grow! Cannock may collect and store the following information:

- Parent or caregiver name
- Baby's name
- Contact telephone number
- Email address
- Emergency contact details
- Baby date of birth or age range
- Medical information relevant to participation
- Allergy information
- Booking and attendance records
- Payment information (where applicable)
- Photo consent preferences

Only information necessary for the safe operation of sessions will be collected.

How Information Is Collected

Information may be collected through:

- Booking forms
- Online booking systems
- Email communication
- Messages via social media
- Verbal information provided by parents
- Consent forms
- Waiting lists

Parents and caregivers are responsible for ensuring information provided is accurate and up to date.

How Information Is Used

Personal data is used for the following purposes:

- Managing bookings
- Contacting parents regarding sessions
- Responding to enquiries
- Maintaining attendance records
- Emergency contact if required
- Ensuring safe participation



- Managing allergies or medical needs
- Sending session information
- Business administration

Information will only be used for legitimate business purposes.

Lawful Basis for Processing

Play, Learn, Grow! Cannock processes personal data under the following lawful bases:

- Consent
- Legitimate interests
- Legal obligations where applicable
- Vital interests in emergency situations

Parents may withdraw consent at any time where consent is the lawful basis.

Data Storage

Personal data is stored securely and may include:

- Password protected digital files
- Secure booking platforms
- Locked paper records where used
- Secure email systems

Reasonable steps are taken to prevent unauthorised access, loss, misuse or disclosure of personal data.

Data Sharing

Play, Learn, Grow! Cannock will not sell, share or distribute personal information to third parties.

Information may only be shared where:

- Required by law
- Required for safeguarding purposes
- Required in an emergency
- With parental consent

Any data shared will be limited to what is necessary.

Data Retention

Personal data will only be kept for as long as necessary. This may include:

- Active booking information retained while attending sessions
- Emergency contact information retained during active participation
- Accident records retained for appropriate legal timeframe
- Safeguarding records retained in line with guidance

Data no longer required will be securely deleted or destroyed.

Photography & Data Protection

Photographs taken during sessions are considered personal data.

Play, Learn, Grow! Cannock will:



- Obtain consent before taking photographs
- Not identify children by full name
- Store images securely
- Use images only for agreed purposes
- Respect withdrawal of consent

Parents are also expected not to photograph other babies without permission, as per our photography and social media policy.

Individual Rights

Under UK GDPR, individuals have the right to:

- Access their personal data
- Request correction of inaccurate data
- Request deletion of data
- Restrict processing
- Object to processing
- Withdraw consent
- Request data portability where applicable

Requests should be made in writing and will be responded to within one month where possible.

Data Breaches

In the unlikely event of a data breach, Play, Learn, Grow! Cannock will:

- Assess the breach
- Take steps to minimise risk
- Inform affected individuals if necessary
- Report to the Information Commissioner's Office where required
- Review procedures to prevent recurrence

Confidentiality

All personal information is treated as confidential. Information will only be accessed where necessary for the running of sessions.

Contact Regarding Data Protection

Any questions or requests relating to data protection should be directed to Play, Learn, Grow! Cannock.

Policy Review

This policy will be reviewed regularly to ensure ongoing compliance with UK data protection legislation.

Date of Policy: April 2026

Date of Policy Renewal: April 2027

Signed: Rebecca Marfell

8th April 2026