



Privacy & Data Protection Policy

Last reviewed: August 2026

Our commitment to your privacy

Connected Babies respects your privacy and is committed to protecting your personal information.

This policy explains what personal information we may collect, why we collect it, how we use and protect it, how long we may keep it and the rights you have in relation to your information.

This policy applies to people who:

- enquire about or book our courses, training or workshops;
- undertake professional training with Connected Babies;
- attend parent-and-baby classes or sessions;
- attend training as a parent or caregiver with their baby;
- communicate with us through our website, email or social media;
- subscribe to our mailing list; or
- otherwise provide personal information to Connected Babies.

Who is responsible for your information?

Connected Babies is the data controller for personal information collected directly by Connected Babies.

This means that we are responsible for deciding how and why that information is used.

Data controller: Connected Babies

Contact: Crystal Miles

Website: www.connectedbabies.co.uk

Email: crystal@connectedbabies.co.uk

Connected Babies

3, The Stables, Radlett Lane

Radlett, Herts. WD7 9AE

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www.connectedbabies.co.uk



What information might we collect?

Depending upon your relationship with Connected Babies, we may collect information including:

- your name;
- email address;
- telephone number;
- postal or billing address where required;
- booking and payment information;
- details of courses or training you have undertaken;
- attendance records;
- assessment work and assessment outcomes;
- qualification or certification information;
- correspondence with us;
- feedback and evaluation information;
- accessibility requirements or reasonable adjustments;
- information you choose to provide about relevant health or medical circumstances;
- safeguarding information where a concern arises;
- photographs or video where appropriate consent has been obtained; and
- information required to administer parent-and-baby sessions.

Where a parent or caregiver attends with a baby, we may also collect limited information relating to the baby where this is reasonably necessary for the safe administration of the session.

We aim to collect only information that is relevant and necessary for the purpose for which it is required.

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Why we use your information

We may use personal information to:

- respond to enquiries;
- administer course and class bookings;
- provide training, workshops and parent-and-baby sessions;
- communicate with learners and participants;
- administer payments and maintain appropriate financial records;
- monitor attendance and course completion;
- assess learners and record assessment outcomes;
- issue or facilitate certification;
- provide reasonable adjustments and accessibility support;
- maintain appropriate professional and training records;
- respond to complaints or concerns;
- fulfil safeguarding responsibilities;
- maintain the safety and integrity of our services;
- meet legal, insurance, tax or regulatory obligations;
- improve our training and services; and
- send marketing communications where we have an appropriate lawful basis to do so.

We will not use personal information for purposes that are incompatible with the reason it was collected unless we have an appropriate legal basis for doing so.

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Our lawful bases for using personal information

UK data protection law requires us to have a lawful basis for processing personal information.

Depending upon the circumstances, Connected Babies may rely upon:

Contract – where processing is necessary to provide a course, class, training service or other service that you have requested or to take steps at your request before entering into a contract.

Legal obligation – where we need to process information to comply with a legal requirement.

Legitimate interests – where processing is reasonably necessary for the legitimate operation, administration, development or protection of Connected Babies and those interests are not overridden by your rights and interests.

Consent – where you have been given a genuine choice and have actively agreed to a particular use of your information, for example certain marketing or photography uses.

Vital interests – in exceptional circumstances where processing is necessary to protect someone's life.

The appropriate lawful basis depends upon what information is being processed and why.

Health information and other sensitive information

Information about health, disability, racial or ethnic origin, religious or philosophical beliefs, sexual orientation and certain other information is classed as special category personal data and receives additional protection under data protection law.

Connected Babies may occasionally need to process limited health or disability information, for example:

- to understand an accessibility requirement;
- to consider or provide a reasonable adjustment;
- where information relevant to safe participation in a parent-and-baby session is voluntarily provided; or

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- where such information becomes relevant to a safeguarding concern.

We will only collect special category information where we have a legitimate reason to do so and where an appropriate condition under data protection law applies.

Where explicit consent is the appropriate condition, this will be requested clearly and separately.

We aim not to collect detailed medical information where knowing the practical adjustment or relevant safety information is sufficient.

For example, where possible we would prefer to know **“I need regular movement breaks and written instructions”** rather than requiring somebody to disclose a detailed medical history or diagnosis.

Information about babies and children

Because Connected Babies works within the infant and family sector, some of our activities involve information relating to babies and children.

We recognise that children's personal information requires particular care.

We will only collect information about a baby or child that is reasonably necessary for the activity concerned.

Where appropriate, information will normally be provided by the child's parent or person with parental responsibility.

We do not sell children's information or use it for unrelated marketing purposes.

Last reviewed: August 2026

Next review: August 2027

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Crystal Miles

Founder – Connected Babies

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