



This Privacy Policy explains how **Wild Wilf's Forest School Holiday Club** (“we”, “us”, “our”) collects, uses, stores, and protects personal information when you book a place for your child through our online booking system. By making a booking, you agree to the practices described below.

1. Information We Collect

We collect the following types of information during the booking process:

- **Parent/guardian details:** name, email address, phone number, emergency contact information.
- **Child details:** name, age, medical information, allergies, additional needs, dietary requirements.
- **Booking information:** dates booked, payment details (processed securely by our payment provider), consent preferences (e.g., photography).
- **Technical data:** IP address, browser type, and basic analytics collected automatically by our website provider.

We only collect information necessary to run the Club safely and effectively.

2. How We Use Your Information

We use your information to:

- Process and confirm bookings.
- Ensure your child's safety and wellbeing during sessions.
- Contact you about your booking, including emergencies or changes to sessions.
- Maintain attendance records for safeguarding and insurance purposes.
- Improve our services and website functionality.
- Comply with legal obligations (e.g., accident reporting, safeguarding procedures).

We do **not** use your data for marketing unless you explicitly opt in.



3. Legal Basis for Processing

We process your personal data under the following lawful bases:

- **Contract:** to provide the service you have booked.
- **Legal obligation:** safeguarding, health and safety, insurance requirements.
- **Vital interests:** protecting your child in an emergency.
- **Consent:** for optional items such as photography or marketing communications.

You may withdraw consent at any time by contacting us.

4. How We Store & Protect Your Data

- Personal data is stored securely within our booking system and internal records.
- Access is restricted to staff who need the information to run the Club safely.
- We use secure, GDPR-compliant third-party services for bookings and payments.
- We never store full payment card details ourselves.

We take reasonable steps to protect your data from loss, misuse, or unauthorised access.

5. How Long We Keep Your Data

We retain personal data only for as long as necessary:

- Booking and attendance records: **up to 7 years** (for insurance and safeguarding).
- Medical and emergency information: **only for the duration of your child's attendance.**
- Marketing consent data: until you withdraw consent.
- Accident or incident reports: **as required by law.**

After these periods, data is securely deleted or anonymised.

6. Sharing Your Information

We do **not** sell or share your data with third parties for marketing.



We may share information only when necessary:

- With emergency services if required for your child's safety.
- With safeguarding authorities if we have a legal duty to report concerns.
- With our booking or payment providers to process your booking securely.
- With insurers in the event of a claim.

All third-party providers are required to comply with GDPR.

7. Photography & Media

If you give consent, we may use photos or videos of your child for promotional or educational purposes.

You can withdraw consent at any time by contacting us in writing.

8. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you.
- Request corrections to inaccurate information.
- Request deletion of your data (where legally permitted).
- Object to or restrict certain types of processing.
- Withdraw consent at any time.
- Request a copy of your data in a portable format.

To exercise any of these rights, contact us using the details below.

9. Cookies & Website Analytics

Our website may use cookies or analytics tools to improve functionality and understand how visitors use the site.

You can manage cookie preferences through your browser settings.



10. Contact Us

If you have questions about this Privacy Policy or wish to exercise your data rights, please contact:

Wild Wilf's Forest School Holiday Club

hello@earthengaged.co.uk

07821 280751

11. Updates to This Policy

We may update this Privacy Policy from time to time.

The version published on our website at the time of booking will apply.
