



## **SFC ACADEMY PRIVACY POLICY**

SFC Privacy Notice

Contact number- 07927756505

Email- [info@sfcacademy.com](mailto:info@sfcacademy.com)

### **Introduction**

We are committed to ensuring that any personal data we hold about you and your child is protected in accordance with data protection laws and is used in line with your expectations. This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from [www.sfcacademy.com](http://www.sfcacademy.com) (the "Site").

This privacy notice explains what personal data we collect, why we collect it, how we use it and how we protect it.

- What personal data do we collect?
- We collect personal data about you and your child to provide care that is tailored to meet your child's individual needs.
- Personal details that we collect about your child include (Your child's name, date of birth, address, health and medical needs, development needs, and any special educational needs.)
- Personal details that we collect about you and your child/ren are entered by yourselves on our website and medical forms and these include (your name, home and work address, phone numbers, emergency contact details, and family details)

This information will be collected from you directly on the website when booking your children in and on medical forms that have to be filled in before a child can start with us.

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers, paypal) email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

### **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- \* contact you in case of an emergency
- \* to support your child’s wellbeing and development
- \* to manage any special educational, health or medical needs of your child whilst at one of our venues
- \* to maintain contact with you about your child’s progress and respond to any questions you may have
- \* to keep you updated with information about our service.
- \* Screen our orders for potential risk or fraud; and
- \* When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Why we collect this information and the legal basis for handling your data

With your consent, we will also record your child’s activities for use on social media. This may include photographs and videos. You will have the opportunity to withdraw your consent at any time, for images taken by confirming so in writing.

### **SHARING YOUR PERSONAL INFORMATION**

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

We will also share your data as required with the following categories of recipients:

- \* Ofsted – during an inspection or following a complaint about our service
- \* banking services to process chip and pin and/or direct debit payments (as applicable)
- \* our insurance underwriter (if applicable)
- \* our setting software management provider (if applicable)

We will also share your data if:

- \* it is necessary to protect our or others rights, property or safety

we will never share your data with any other organisation to use for their own purposes

### **How do we protect your data?**

We protect unauthorised access to your personal data and prevent it from being lost, accidentally destroyed, misused, or disclosed by:

Storing it in a locked filing cabinet which is located inside of a locked cupboard and locking away laptops and registers each night and only using them when needed and when camp and sessions are in operation.

### **BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

### **You can opt out of targeted advertising by:**

Email- [info@sfcacademy.com](mailto:info@sfcacademy.com)

Phone- 07927756505

TXLOCAL- Optout: Text WJ3H3STOP to 60777

Medical Form- Ticking the opt out button

### **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

### **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information above.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above.

### **Your rights with respect to your data**

You have the right to:

- \* request access, amend or correct your/your child's personal data
- \* request that we delete or stop processing your/your child's personal data, for example where the data is no longer necessary for the purposes of processing; and

If you wish to exercise any of these rights at any time or if you have any questions, comments or concerns about this privacy notice, or how we handle your data please contact us. If you continue to have concerns about the way your data is handled and remain dissatisfied after raising your concern with us, you have the right to complain to the Information Commissioner Office (ICO). The ICO can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or [ico.org.uk/](http://ico.org.uk/)

## **DATA RETENTION**

### **How long do we retain your data?**

We retain your child's personal data for up to 3 years after your child no longer uses our organisation, or until our next Ofsted inspection after your child leaves our setting. Medication records and accident records are kept for longer according to legal requirements.

In some instances (child protection, or other support service referrals) we are obliged to keep your data for longer if it is necessary to comply with legal requirements. When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

## **MINORS**

The Site is not intended for individuals under the age of 18 to create any bookings or complete their own medical forms. All medical forms have to be completed by the child's parents or a legal guardian.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Changes to this notice

We keep this notice under regular review. You will be notified of any changes where appropriate.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [info@sfcacademy.com](mailto:info@sfcacademy.com) or by phone 07927756505