



PRIVACY POLICY

Books and Boogie (trading as Books & Boogie)

Books and Boogie is committed to protecting your privacy and handling personal data responsibly and transparently.

This Privacy Policy explains how we collect, use, store, and protect personal data when you book or attend a Books and Boogie session, contact us, or interact with our services.

1. Who We Are

Books and Boogie (trading as Books & Boogie) provides parent- and carer-and-child music, movement, and storytelling sessions for young children.

Data Controller: Books and Boogie
Contact email: hello@booksandboogie.com

If you have any questions about this policy or how your data is used, please contact us using the details above.

2. What Information We Collect

We may collect and process the following personal data:

About parents/carers:

- Name
- Email address

- Phone number
- Address (where relevant for booking or payment)
- Payment information (processed securely via third-party providers)

About children:

- Child's name
- Child's age or date of birth
- Relevant medical, allergy, or additional needs information (where provided)

Other information:

- Booking and attendance records
- Communications you send to us (emails, messages, enquiries)
- Photography or video content only where consent has been given

Most personal data is collected via ClassForKids. Books and Boogie may also download and temporarily store limited information (such as registers or emergency contact details) for legitimate administrative purposes.

3. How We Collect Personal Data

We collect personal data when you:

- Book a session via ClassForKids
- Make a payment
- Contact us directly
- Attend a session
- Provide information about medical needs, allergies, or accessibility
- Give consent for photography or marketing

4. How We Use Your Information

We use personal data for the following purposes:

- To manage bookings and attendance
- To communicate with you about sessions
- To take and manage payments
- To ensure the health, safety, and wellbeing of children attending sessions
- To comply with legal and safeguarding obligations
- To use photos or videos for promotional purposes only where consent has been given

5. Legal Basis for Processing

Under UK GDPR, we rely on the following lawful bases to process personal data:

- Contract – to provide booked sessions and manage payments
- Legitimate interests – to run and administer our business effectively
- Consent – for marketing communications, photography, and medical/allergy information
- Legal obligation – where required by law (e.g. safeguarding or emergency situations)

You may withdraw consent at any time by contacting us.

6. Special Category Data (Medical & Allergy Information)

We may process limited health-related information (such as allergies or medical conditions) where you choose to provide it. This information is used only to help ensure your child's safety during sessions.

We process this data on the basis of:

- Your explicit consent, and/or
- Vital interests where information is needed in an emergency

This information is:

- Accessed only where necessary
- Not shared for marketing purposes
- Stored securely and deleted when no longer required

7. Who We Share Data With

We only share personal data where necessary, including with:

- ClassForKids (our booking and class management platform)
- Payment providers (e.g. card processors or banks)
- Emergency services or healthcare professionals if required
- Legal or regulatory authorities where required by law

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

8. Data Storage & Security

Books and Boogie takes appropriate steps to keep personal data secure, including:

- Using secure third-party platforms (such as ClassForKids)
- Limiting access to personal data
- Storing downloaded information securely
- Deleting data when it is no longer required

9. How Long We Keep Your Data

We retain personal data only for as long as necessary:

- Booking and attendance records: while you are an active attendee and for up to 2 years afterwards
- Payment records: as required for accounting and legal purposes (typically up to 6 years)
- Marketing data: until you opt out or withdraw consent
- Medical/allergy information: only while relevant and then securely deleted

10. Your Rights Under GDPR

You have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data (where applicable)
- Object to or restrict processing in certain circumstances
- Withdraw consent at any time
- Request data portability

To exercise any of these rights, please contact us using the details in Section 1.

11. Complaints

If you are unhappy with how your data has been handled, please contact us first so we can try to resolve the issue.

You also have the right to complain to the UK data protection authority:

Information Commissioner's Office (ICO)

Wycliffe House

Water Lane

Wilmslow

Cheshire SK9 5AF

Website: <https://www.ico.org.uk>

12. Changes to This Policy

This Privacy Policy may be updated from time to time. The most recent version will always be available on our website.

Last updated: January 2026