

Website Privacy Notice

Introduction

Ladybird Nurseries is committed to maintaining the confidentiality, integrity and security of your personal information. This privacy notice will inform you as to how we look after your personal data when you visit our website. This includes what personal data we collect from you through our interactions with you, how we use that data, your rights and how the law protects you.

It is important that you read this privacy notice when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements other notices and privacy policies and is not intended to override them.

We keep our privacy notice under regular review. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

Owner and Data Controller

Ladybird Nurseries Limited, Ladybird Nurseries London Limited, and Ladybird Nurseries Chalfont Limited (collectively referred to as "Ladybird Nurseries", "we", "us" or "our" in this privacy notice) is the controller and responsible for your personal data. Our registered office is at 63 High Street, Chislehurst, England, BR7 5BE. If you have any questions about this privacy notice or our privacy practices, please contact us at management@ladybirdnurseries.org.uk.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk), their address is: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Types of Data collected

Personal data, or personal information, means any information about an individual from which that person can be identified. From the data you share with us and on this website, we may process the following categories of personal data about you:

- **Identity Data** includes first name, maiden name, last name, preferred name, marital status, title, date of birth and gender.

- **Contact Data** includes address, email address and telephone numbers.
- **Financial Data** includes information relating to payments from you such as bank account details and childcare voucher details.
- **Transaction Data** includes details about payments to and from you and other details of services we have provided to you.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Profile Data** includes the details of services you have enquired about or requested, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with a service). In this case, we may have to cancel a service you have with us, but we will notify you if this is the case at the time.

How is your Personal Data collected?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your identity and contact information by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for our service;
 - subscribe to our service or publications;
 - request marketing to be sent to you;
 - give us some feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our section on Cookies below in this privacy notice for further details
 - **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:
 - **Technical Data from the following parties:**
 - analytics providers such as Google based outside the EU;
 - advertising networks such as Google and Facebook based inside OR outside the EU;
 - search information providers such as Google based inside OR outside the EU.

Methods of processing the Data

We process the personal data of users in a proper manner and take appropriate security measures to prevent unauthorised access, disclosure, modification, or unauthorised destruction of the personal data.

The personal data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In some cases, the personal data may be accessible to certain types of persons in charge, involved with the operation of the site (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors of us. A list of these parties may be requested from us at any time.

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

How we use your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- You have given your consent for one or more specific purposes;
- provision of personal data is necessary for the performance of an agreement with your and/or for any pre-contractual obligations;
- processing is necessary for compliance with a legal obligation to which we are subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in us;
- processing is necessary for the purposes of the legitimate interests pursued by us or by a third party.

In any case, we will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

Place

The personal data is processed at our operating offices and in any other places where the parties involved in the processing are located. We do not transfer your personal data outside the European Economic Area (EEA).

Disclosures of your personal data

We may share your personal data with the parties set out below for the purpose of processing your order.

- Service providers acting as processors based in the UK and EEA who provide IT, payment processing, marketing, promotional and system administration services.
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.
- We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Marketing

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased services from us and you have not opted out of receiving that marketing.

Third-party marketing

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

Opting out

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a service purchase, warranty registration, service experience or other transactions.

Cookies

Our website uses various cookies. A cookie is a small file of letters and numbers that we put on your computer if you agree. These cookies allow us to distinguish you from other users of our website, which helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

The cookies we and our business partners use on this website are broadly grouped into the following categories:

- Essential – Some of the cookies on our website are essential for us to be able to provide you with a service you have requested. Our cookie preference cookie described in the section 'How can I reject or opt out of receiving cookies?' is also an essential cookie. You may not be able to use our website without these cookies. They help you with things like remembering what is in your shopping cart and login details.
- Analytics – We use analytics cookies to help us understand how users engage with our website. An example is counting the number of different people coming to our website or using a particular feature, rather than the total number of times the site or feature is used. Without this cookie, if you visited the website once per week for three weeks, we would count you as three separate users. We would find it difficult to analyse how well our website was performing and improve it without these cookies.
- Remarketing – We may use remarketing cookies to allow us to personalise your experience on other websites and on social media through targeted advertising campaigns.

- Social Sharing – We may use cookies to allow you to share content directly on social networking/sharing sites, such as Facebook, Twitter or Google+. Examples would be if you wanted to 'like' or 'tweet' about a business or product advertised on our website.

This privacy notice explains how we control and process the data we gather from cookies. Please note that if you disable or refuse cookies some parts of our website may become inaccessible or may not function properly.

Retention Time

Personal data shall be processed and stored for as long as required by the purpose they have been collected for. Therefore:

- Personal data collected for purposes related to the performance of a contract between us and you shall be retained until such contract has been fully performed.
- Personal data collected for the purposes of our legitimate interests shall be retained as long as needed to fulfil such purposes. You may find specific information regarding the legitimate interests pursued by us within the relevant sections of this document or by us.

We may be allowed to retain personal data for a longer period whenever you have given consent to such processing, as long as such consent is not withdrawn. Furthermore, we may be obliged to retain personal data for a longer period whenever required to do so for the performance of a legal obligation or upon order of an authority.

Once the retention period expires, personal data shall be deleted. Therefore, the right to access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

Your legal rights

You have the right to:

- Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
 - If you want us to establish the data's accuracy.
 - Where our use of the data is unlawful, but you do not want us to erase it.
 - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
 - You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.
 - Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us at: management@ladybirdnurseries.org.uk.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal

data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.