

Privacy Policy Notice

**The policy:** This privacy policy notice is served by Caroline Graham trading as Ready For Baby under the website; [www.Readyforbaby.co.uk]. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

**Policy key definitions:**

* "I", "our", "us", or "we" refer to the business, [Ready for Baby].
* "you", "the user" refer to the person(s) using this website.
* GDPR means General Data Protection Act.
* PECR means Privacy & Electronic Communications Regulation.
* ICO means Information Commissioner's Office.
* Cookies mean small files stored on a users computer or device.

**Key principles of GDPR:**

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

* **Lawful basis:** Contract  
  **Where our purpose for processing is:** To carry out a contract of services to our clients.
* **Which is necessary because:** To schedule and tailor our services to our clients’ needs and location.  
  **We process your information in the following ways:**    
  **Data retention period:** We will continue to process your information under this basis until you withdraw consent, or it is determined your consent no longer exists. Once our professional relationship is completed we remove your data from our system.  
  **Sharing your information:** We do not share your information with third parties.

Your individual rights

Under the GDPR your rights are as follows.

* the right to be informed;
* the right of access;
* the right to rectification;
* the right to erasure;
* the right to restrict processing;
* the right to data portability;
* the right to object; and
* the right not to be subject to automated decision-making including profiling.

We handle subject access requests in accordance with the GDPR.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.