

1. INTRODUCTION

At Tiger stripes we are committed to protecting and respecting your privacy.

Karen Sanderson-Moss [is/am/are] is a sole trader, trading under the name of Tiger Stripes Birth & baby. I am the data controller for Tiger Stripes Birth & Baby. I am responsible for your personal data (referred to as 'I' 'me' 'our' "we", "us" or "our" in this privacy notice).

This privacy notice provides you with details of how we collect and process your personal data through your use of our site www.tiger-stripes.co.uk

By providing us with your data, you warrant to us that you are over 13 years of age.

Contact Details

Our full details are:

Full name: Karen Sanderson-Moss

Email address: **karen@tiger-stripes.co.uk**

Postal address: **10 Shirley Grove, Tunbridge Wells, TN4 8TJ**

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at karen@tiger-stripes.co.uk

2. WHAT DATA DO WE COLLECT ABOUT YOU, FOR WHAT PURPOSE AND ON WHAT GROUND WE PROCESS IT

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

- **Communication Data** that includes any communication that you send to us whether that be through the contact form on our website, through email, text, social media messaging, social media posting or any other communication that you send us. We process this data for the purposes of communicating with you. Our lawful ground for this processing is our legitimate interests, which in this case are to reply to communications sent to us.
- **Customer Data** that includes data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address email address, phone number, contact details, purchase details and your card details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.

- **Marketing Data** that includes data about your preferences in receiving marketing from us and your communication preferences. We process this data to enable you to partake in our promotions such as competitions, prize draws and free give-aways, to deliver relevant website content, news, training information and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is our legitimate interests which in this case are to study how customers use our products/services, to develop them, to grow our business and to decide our marketing strategy.
- **Event Booking & Attendance Data** that includes data about the class or workshop booked and your personal and sensitive data collected as part of that booking process. We process this data to ensure completion of your event booking, the delivery of your service and the suitability of our service. Our lawful ground of processing is in order to facilitate the delivery of the services being booked and to ensure suitability of the service for the end user which in this case are to monitor the stage of pregnancy or motherhood, age of infant attending with parent and any physical or psychological health factors that may impact on the ability or suitability of classes and/or workshops for the end user. Explicit consent relating to this type of data is requested separately upon booking of any event.
- **Sensitive Data.** We do not collect any Sensitive Data about you (with the exception of event booking health questionnaires and participation review – defined below). In the case of event booking health questionnaires we need to collect the following sensitive data about you in order to fully assess your suitability for attendance at our classes and workshops and to ensure any adaptations required in the case of any health condition relating to Mother or Infant are met:
 - Estimated Due Date of Baby
 - Date of Birth of Baby
 - Medical/Psychological conditions relating to Mother
 - Medical conditions relating to Baby

Upon completion of classes and workshops provided by Tiger Stripes Birth & Baby, we may collect sensitive data about you in order to fully assess your experience of the services, to monitor the progress and outcomes from our services and to ensure your needs are being met as a client. In the case of event follow up questionnaires we need to collect the following sensitive data about you in order to fully assess your progress from attendance at our classes and workshops:

- Date of Birth of Baby
- Medical conditions relating to Mother and/or Baby
- Physical and emotional experience of pregnancy, birth and parenting
- Birth outcome details
- Infant feeding choices

We require your explicit consent for processing sensitive data, so once you have booked onto a course, you will be sent a confirmation email where you will be asked to agree to the terms and conditions and processing of your sensitive data to confirm your booking. Where sensitive data is collected it is controlled by Karen Sanderson-Moss

Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to

perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do, we will notify you at the time.

We will only use your personal data for a purpose it was collected for or a reasonably compatible purpose if necessary. For more information on this please email us at karen@tiger-stripes.co.uk In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

We do not carry out automated decision making or any type of automated profiling.

3. HOW WE COLLECT YOUR PERSONAL DATA

We collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails).

We may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, such as search information providers such as Google based outside the EU, providers of technical, payment and delivery services, such as data brokers or aggregators.

4. MARKETING COMMUNICATIONS

Our lawful ground of processing your personal data to send you marketing communications is either your consent or our legitimate interests (namely to grow our business).

Under the Privacy and Electronic Communications Regulations, we may send you marketing communications from us if (i) you made a purchase or asked for information from us about our goods or services or (ii) you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since. You can opt out of receiving marketing emails from us at any time.

We will not share your personal data with any third party for their own marketing purposes unless we get your express consent.

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or OR by emailing us at karen@tiger-stripes.co.uk at any time.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases, warranty registrations etc.

5. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.

- Professional advisers including lawyers, bankers, auditors and insurers.
- Government bodies that require us to report processing activities.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

6. INTERNATIONAL TRANSFERS

Countries outside of the European Economic Area (**EEA**) do not always offer the same levels of protection to your personal data, so European law has prohibited transfers of personal data outside of the EEA unless the transfer meets certain criteria.

Many of our third parties service providers are based outside the European Economic Area (**EEA**) so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we do our best to ensure a similar degree of security of data by ensuring at least one of the following safeguards is in place:

- We will only transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data by; or
- Where we use certain service providers, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe; or
- If we use US-based providers that are part of EU-US Privacy Shield, we may transfer data to them, as they have equivalent safeguards in place.

If none of the above safeguards is available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

7. DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

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

8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. YOUR LEGAL RIGHTS

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please email us at karen@tiger-stripes.co.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 or 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 may 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.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.