



GENTLES GUIDANCE LTD

Privacy Policy

1. GDPR

When you enter into a contract with Gentle Guidance there will be personal information about you relating to that contract such as your name, the child in question's name, contract details, delivery details, and correspondence with us about the contract. We need certain information to carry out our contract with you and you must provide this in order to enter into a contract with us (or as required under that contract). This information generally includes (if applicable):

- Your name
- Your email address
- Your phone number
- Your address
- The child's name
- The child's date of birth
- The name and contact details of your child's school/provision

Other correspondence or interaction (for example by email, telephone, post, SMS or via our website) between you and Gentle Guidance, may include personal information (such as names and contact details) in that correspondence. This may include enquiries, reviews, follow-up comments or complaints lodged by or against you and disputes with you or your organisation Gentle Guidance may also collect details of phone numbers used to call our organisation and the date, time and duration of any calls. We will keep and use that information to carry out our contract with you (if applicable), to comply with any legal requirements for us to maintain certain records or carry out certain verifications, and/or for our legitimate interests in dealing with a complaint or enquiry and administering any services we offer, as well as to review and improve our offerings, including troubleshooting, data analysis, research, statistical and survey purposes. Where your information relates to a contract, it is kept for a period of up to seven years after our support has

concluded to enable us to deal with any after enquiries or claims and as required for tax purposes. Any other information is kept for seven years.

Gentle Guidance may collect your name and contact details (such as your email address, phone number or address) in order to send you information about our products and services which you might be interested in. We may collect this directly from you, or through a third party. You always have the right to “opt out” of receiving our training or support offers. If we send you any marketing emails, we will always provide an unsubscribe option to allow you to opt out of any further marketing emails. If you “opt-out” of our marketing materials you will be removed from our marketing list.

Gentle Guidance Ltd. is committed to compliance in respect of personal data, and the protection of the “rights and freedoms” of individuals whose information Gentle Guidance collects and processes in accordance with the General Data Protection Regulation (GDPR). Compliance with the GDPR is described by this policy and other relevant company policies, along with connected processes and procedures. Partners and any third parties working with Gentle Guidance, and who have or may have access to personal data, will be expected to have read, understood and to comply with this policy.

If you have any questions about this notice or how we collect and use personal information about you please email info@gentleguidance.com

2. Legal Claims

Where we consider there to be a risk that we may need to respond to a legal claim, we may retain your personal information as necessary for our legitimate interests in ensuring that we can properly respond to such legal claims. We may also need to share this information with our insurers or legal advisers. How long we keep this information for will depend on the nature of the claim and how long we consider there to be a risk that we will need to respond to a claim.

We may share your personal information with third parties if we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our agreements with you or to protect the rights, property, or safety of us, or our customers.

3. Data Security

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

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where necessary.

4. Your rights

Data protection law gives you a number of rights when it comes to personal information we hold about you. The key rights are set out below. More information about your rights can be obtained from the Information Commissioner's Office (ICO). Under certain circumstances, by law you have the right to:

- Be informed in a clear, transparent and easily understandable way about how we use your personal information and about your rights. This is why we are providing you with the information in this notice. If you require any further information about how we use your personal information, please let us know.
- Request access to your personal information (commonly known as a “data subject access request”).
- Request correction of the personal information that we hold about you.
- Request erasure of your personal information in circumstances where there is no good reason for us continuing to process it.
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and you are refuting the existence of a valid legitimate interest.
- Request the transfer of your personal information to another party where you provided it to us and we are using it based on your consent, or to carry out a contract with you, and we process it using automated means.
- Withdraw your consent. In the limited circumstances where we are relying on your consent (as opposed to the other bases set out above) to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate interest in doing so.
- Lodge a complaint. If you think that we are using your information in a way which breaches data protection law, you have the right to lodge a complaint with your national data protection supervisory authority (if you are in the UK, this will be the ICO).
- To exercise your rights as defined under GDPR and highlighted in this section, please contact us at info@gentleguidance.com

5. Changes to this privacy notice

Any changes we make to our privacy notice in the future will be posted on our website and where appropriate, notified to you by e-mail or otherwise. Please check back frequently to see any updates or changes to our privacy notice.

To be reviewed - March 2025. For more information or to discuss anything within this policy further please contact us via info@gentleguidance.com www.gentleguidance.com