



Happy Confident Kids LTD Privacy Policy

Updated 21st February 2025

1. Introduction

Happy Confident Kids (“we,” “us,” or “our”) is committed to protecting the privacy and security of your personal data. This Privacy Policy explains how we collect, use, store, and protect your personal data in compliance with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

2. Data Controller

Miranda de Freston and Laura Dumbleton-Jones, Directors of Happy Confident Kids, are the joint data controllers responsible for your personal data.

• Personal Data We Collect

We collect different types of personal data depending on your interaction with us. This may include:

- Clients (Parents/Guardians): Email address, postal address, full name, telephone number.
- Clients (Children): First name, age, information about their needs and progress (potentially sensitive data).
- Schools/Companies: Name, email address, business address, work telephone number.
- Members (Coaches): Email address, postal address, full name, telephone number, payment information.
- Newsletter Subscribers: Email address, first name.
- Website Visitors: We may collect certain data automatically through cookies, as described below.

• How We Use Your Personal Data

We use your personal data for the following purposes:

- Providing Services: To deliver coaching and training services, communicate with parents/guardians, manage client accounts, and track client progress.
- Managing Memberships: To manage coach memberships, process payments, and conduct DBS checks.
- Communication: To respond to inquiries, provide information about our services, and send service-related updates.
- Marketing: To send newsletters and promotional materials (only if you have opted in).
- Legal Compliance: To comply with legal obligations.



- Improving Services: To analyse website usage and improve our services.
- Legal Basis for Processing

We process your personal data based on one or more of the following legal bases:

- Contract: For the performance of a contract with you (e.g., providing coaching services).
- Consent: For sending marketing communications (newsletters) and sharing children's data with coaches (requiring verifiable parental consent).
- Legal Obligation: To comply with legal requirements (e.g., DBS checks).
- Legitimate Interests: For our legitimate business interests, such as managing client relationships and improving services, provided these interests do not override your rights and freedoms.
- **Cookies**

We use cookies on our website to enhance your experience and analyse website traffic. Cookies are small text files that are placed on your device. We use the following types of cookies:

- Essential Cookies: These cookies are necessary for the website to function properly.
- Performance and Analytics Cookies: These cookies help us understand how our website is used and identify areas for improvement. We use Google Analytics for this purpose.
- Functionality Cookies: These cookies allow the website to remember your preferences (e.g., language settings).
- Third-Party Cookies: Third-party services (e.g., social media platforms) may also use cookies on our website. These cookies are governed by the respective privacy policies of those third parties. You can manage your cookie preferences through your browser settings. However, disabling certain cookies may affect the functionality of the website. For more information about cookies and how to manage them, please visit [link to a reputable cookie information website, e.g., ICO website].
- **Data Sharing**

We may share your personal data with the following third parties:

- Coaches: We share relevant client data with coaches to facilitate coaching sessions. We have Data Processing Agreements in place with all coaches.
- Service Providers: We may share data with third-party service providers who assist us with website hosting, email marketing (Mailchimp), CRM (Freshworks), payment processing (Stripe), and accounting (Xero). We have contracts in place with these providers to ensure they protect your data.
- Legal Authorities: We may disclose your data to legal authorities if required by law or to protect our legal rights.
- We will not sell your personal data to any third parties.



- Data Security

We take the security of your personal data seriously. We implement appropriate technical and organizational measures to protect your data against unauthorized access, use, disclosure, alteration, or destruction. These measures include:

- Secure storage of electronic data.
- Restricted access to systems.
- Use of strong passwords and multi-factor authentication where available.
- Regular backups.
- Staff training on data protection.
- Data Retention

We retain your personal data only for as long as necessary for the purposes for which it was collected. Our data retention policy is detailed in our Data Protection Policy.

3. Your Rights

You have the following rights regarding your personal data:

- Access: You have the right to access the personal data we hold about you.
- Rectification: You have the right to correct any inaccurate or incomplete personal data.
- Erasure: You have the right to request the deletion of your personal data under certain circumstances.
- Restriction of Processing: You have the right to restrict the processing of your personal data under certain circumstances.
- Data Portability: You have the right to receive your personal data in a structured, commonly used, and machine-readable format.
- Objection: You have the right to object to the processing of your personal data under certain circumstances.
- Withdraw Consent: You have the right to withdraw your consent at any time, where consent is the legal basis for processing.

To exercise these rights, please contact us at hello@happyconfidentkids.com.

4. Children's Privacy

We are particularly careful when processing children's data. We obtain verifiable parental consent before sharing children's data with coaches. We provide clear and accessible information to parents about how we process their children's data.

5. Changes to this Privacy Policy



We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

Contact us if you have any questions about this Privacy Policy or our data processing practices, please contact us at: hello@happyconfidentkids.com