CLIENT INFORMATION · ALL HELLO BABY SERVICES

Privacy Policy

How we collect, use and protect your information

Antenatal classes · Hypnobirthing · Private midwifery · Doula support · Free events

CALL OR WHATSAPP
Hannah: 07944 181 676
Chloe: 07908 188 600

EMAIL
hannah@hellobabyantenatal.co.uk
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WEBSITE
www.hellobabyantenatal.co.uk

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01 Who we are and how to contact us

Hello Baby is responsible for the personal information you share with us, and this policy explains what we collect, why, and your rights. It applies to everyone who uses our antenatal classes, hypnobirthing courses, private midwifery care, doula support and free events, and to anyone who enquires or visits our website.

Hello Baby is a business co-owned and run by:

- **Hannah Simons**, Registered Midwife and Antenatal Educator (NMC PIN 12G1687E)
- **Chloe Lewis**, Doula, Hypnobirthing Practitioner and Antenatal Educator (FEDANT National Register 13829)

Hello Baby is the "controller" of your information under the UK GDPR and the Data Protection Act 2018. Hannah and Chloe share responsibility for data protection, and you can contact either of us about anything in this policy. We are registered with the Information Commissioner's Office (ICO), registration number ZC275784.

Email	hannah@hellobabyantenatal.co.uk chloe@hellobabyantenatal.co.uk
Phone	Hannah: 07944 181 676 Chloe: 07908 188 600
Post	Hello Baby, 70 Chiltern Avenue, Bushey, Hertfordshire, WD23 4RG
Website	www.hellobabyantenatal.co.uk

This policy also covers information about your baby, and about partners or birth companions who attend sessions, sign a client agreement or are named in your records. We handle your baby's information on the basis that you have, or will have, parental responsibility, or that a person with parental responsibility agrees to their care.

This policy is the Privacy Notice referred to in your Hello Baby client agreement, including section 13 (Consent, Records, Confidentiality and Safeguarding) of the Private Antenatal and Postnatal Midwifery Care Contract, and should be read together with it.

02 Personal information we collect

We only collect what we need for the service you use. Most of it comes directly from you; some comes from others with your knowledge.

WHO	WHAT WE COLLECT
All clients	Name, address, email, phone, due date, booking and payment records, messages between us
Antenatal and hypnobirthing course clients	Birth partner's name, where you are booked to give birth, course attendance, topics covered, relevant pregnancy or health information you choose to share, feedback
Private midwifery clients	Booking details (address, partner's name, estimated due date, stage of pregnancy and where you are booked to give birth). Full clinical records for you and your baby: medical, family, obstetric and mental health history, previous pregnancy and birth experiences, assessments and examinations (such as blood pressure, urine tests, fundal height and your baby's heartbeat, newborn checks, weight and feeding), care plans, birth preferences, postnatal plan, advice given, referrals, your consent to or decisions about care, and details you share of hospital attendances, admissions, investigations, treatments and medication
Partners of private midwifery and doula clients	Name and, where you choose, signature on the client agreement, and contact details if you give them to us
Doula clients	Birth preferences, relevant health and emotional wellbeing information, notes of our meetings and support, birth companion details
Free event attendees	Name, contact details, due date or baby's age
Mailing list subscribers	Name, email address, due date (so we send relevant information)
Website visitors	Cookie and analytics data such as pages visited, device type and approximate location (see section 9)

From other people. With your knowledge, midwifery clients' information may come from your NHS or private maternity team, GP, health visitor or other professionals involved in your care. A partner or friend may give us your details when booking a course for you.

Midwifery records. Hannah completes digital clinical records after each consultation, covering relevant assessments, advice, care provided and any recommendations or referrals. They are created and kept accurately and securely, in line with NMC and other professional, legal and regulatory requirements.

Payments. Payments are either made by card via the Hello Baby website (Wix) or by payment link using the Invoice It application. We never store your full card details.

03 Why we use your information and our lawful bases

The law requires a lawful basis for each use of personal information. Ours are:

PURPOSE	LAWFUL BASIS (UK GDPR ARTICLE 6)
Replying to enquiries and managing waiting lists	Legitimate interests: responding to a request you made
Booking, delivering and communicating about your service	Contract
Keeping midwifery clinical records	Legal obligation (NMC record-keeping requirements) and contract
Coordinating your care with NHS or private maternity, GP, health visiting and other services, and supporting referrals	Contract, and legitimate interests in providing safe, joined-up care
Taking payments, keeping accounts and meeting tax rules	Legal obligation
Safeguarding a child or adult at risk	Legal obligation, vital interests or public task, depending on the situation
Insurance, professional regulation and defending legal claims	Legitimate interests and legal obligation
Sending news of future courses and services	Consent, or for existing clients our legitimate interests ("soft opt-in"), with an unsubscribe link in every email
Using photos, videos, testimonials and birth stories	Consent
Improving our services using feedback and anonymised statistics	Legitimate interests

Where we rely on legitimate interests, we have checked that our interests do not override your rights. You can object at any time (section 10).

04 Health and other sensitive information

Information about your pregnancy, birth, physical and mental health is "special category data" and has extra legal protection. It can also reveal other sensitive details, such as your religion, ethnicity or sexual orientation, if these are relevant to your care or birth preferences. We only ask for what is relevant to your service.

The extra legal condition we rely on depends on the service:

SERVICE	CONDITION (UK GDPR ARTICLE 9)
Private midwifery	Provision of health care by a health professional under a duty of confidentiality (Article 9(2)(h) and Data Protection Act 2018, Schedule 1, paragraph 2)
Doula support, hypnobirthing and antenatal classes	Your explicit consent (Article 9(2)(a)), which we ask for on your booking form
Safeguarding a child or adult at risk	Safeguarding of children and individuals at risk (Data Protection Act 2018, Schedule 1, paragraph 18), or vital interests in an emergency (Article 9(2)(c))
Legal claims	Establishing or defending legal claims (Article 9(2)(f))

You can withdraw consent for doula, hypnobirthing or antenatal services at any time. We will then stop using that information, but may need to keep records already made (section 7), and it may limit the support we can give.

Consent to care is separate. All midwifery assessments, examinations and procedures are carried out only with your informed consent, and you can decline or withdraw consent to any of them at any time. Where declining may have implications for your health or your baby's, Hannah will discuss these with you. Your decision is recorded in your notes; declining care does not mean your existing records are deleted, because Hannah must keep complete clinical records.

Doula, hypnobirthing and antenatal notes are not medical records, and Chloe does not give medical advice. Midwifery records are clinical records kept to NMC standards.

05 Who we share information with

Your personal and clinical information is treated confidentially. We never sell it or share it for anyone else's marketing. We share it only where it is necessary for your care and you have agreed, or where the law permits or requires it:

- **Within Hello Baby.** Hannah and Chloe can both access client records to run the business. If you use both midwifery and doula services, we share relevant information to coordinate your care; tell us if you would prefer we did not.
- **Our accountant**, who sees names, addresses and payment details for bookkeeping and tax.
- **Service providers** who store or process data for us: Wix (our website, bookings and online card payments), Wix Email Marketing (our mailing list), Invoice It (invoices and payment links), Google Workspace (email and cloud storage) and Microsoft 365. They act only on our instructions under a written contract.

- **NHS and other health professionals** (midwifery clients). Hannah's care works alongside your NHS or private maternity care. With your consent, she shares relevant information with your maternity team, GP, health visitor, or obstetric, neonatal, paediatric or other services to coordinate your care, support a referral, or hand over your care if she becomes unable to continue it. If you or your baby are admitted to hospital, she may share information to support continuity of care. In an emergency, she will share what is needed without delay.
- **Safeguarding.** We have a professional duty to act if we have concerns about the safety or wellbeing of you, your baby or another person. Where necessary, we may share information with the relevant services, such as social care, health services or the police, without your consent, in line with safeguarding law and guidance. Wherever it is safe and appropriate, we will discuss this with you first.
- **Regulators, insurers and advisers**, such as the NMC, the professional indemnity insurer Hannah holds as the NMC requires, or legal advisers, where needed for a complaint, claim or investigation.
- **Clinical supervision.** Hannah may discuss cases with a professional midwifery advocate or peer, using anonymised details wherever possible.
- **Where the law requires it**, for example a court order.

06 Marketing, photos and birth stories

Mailing list. We email details of future Hello Baby courses, services and events relevant to your pregnancy or postnatal period. We do this only if you have signed up, or if you are an existing client and did not opt out when booking. Every email has an unsubscribe link, and you can also ask us directly. Your details are never used for any other marketing or given to another organisation.

Photos, videos, recordings, testimonials and birth stories. We only use these with your written consent, and the consent form says where they will appear (website, social media, printed materials or displays). We use first names only, never full names. Images of your baby need a parent's consent. Before any group photo at a class or event, we ask everyone, and you can choose not to be included.

You can withdraw consent at any time. We will then remove the content from our website and social media accounts and stop any new use. We cannot recall printed materials already distributed, or content others have shared or reposted.

07 How long we keep information

We keep information only as long as we need it or the law requires, then permanently delete them.

RECORD	HOW LONG WE KEEP IT	WHY
Midwifery records for you and your baby	25 years after the birth of your last baby under our care	NHS Records Management Code of Practice for maternity records; claims involving a child can be brought many years later
Doula support records	7 years after our last contact	Possible claims and insurance requirements
Antenatal and hypnobirthing course records	7 years after the course ends	Contract claims can be made for up to 6 years
Safeguarding records	Kept with the related care record, for the same period	Legal and professional duties
Payment and accounting records	6 years after the end of the financial year	HMRC requirements
Photo, video and testimonial consent forms	As long as we use the content, plus 2 years	Evidence of consent
Mailing list details	Until you unsubscribe; we remove inactive contacts every 2 years	Consent
Enquiries and waiting lists that do not lead to a booking	12 months after our last contact	To follow up your request
Website analytics data	14 months	Analytics settings

08 How we keep information secure

Only Hannah and Chloe can access client records, and all information is treated as confidential.

- **No paper records** are kept. All client records are held electronically.
- **Electronic records** are held on password-protected devices and cloud accounts, with two-step verification switched on where available. Devices lock automatically and are encrypted where possible.
- **Messages.** We use email, telephone, text and WhatsApp to keep in touch, including the messaging support included in midwifery packages. If you would rather not share detailed health information this way, tell us and we will discuss it by phone or in person. Important clinical information from messages is added to your midwifery records.

Information stored outside the UK. Some of our service providers store data in other countries, such as the EU or the USA. We only use providers where the transfer is permitted by UK law, for example a country the UK recognises as protecting data adequately (including certified US companies under the

UK-US data bridge), or a contract containing UK-approved safeguards.

09 Our website, cookies and social media

Our website only sets non-essential cookies, such as Google Analytics, if you agree to them in our cookie banner. Cookies are small files stored by your browser that help a website work or show how it is used.

- **Essential cookies** make the website work and do not need consent.
- **Analytics cookies** (Google Analytics) tell us which pages are visited, from what type of device and roughly where, so we can improve the site. This data does not name you, but it is linked to your device, so we treat it as personal information. Google acts as our service provider.

You can change your cookie choices at any time through the link on our website, or block cookies in your browser settings.

Social media. If you follow, message or comment on our Facebook or Instagram pages, Meta also processes your information under its own privacy policy. We receive anonymous page statistics from Meta and see messages you send us.

10 Your rights

You can make any of these requests verbally or in writing, using the contact details in section 1. It is free, and we will reply within one month. For complex requests we may extend this by up to two further months and will tell you why. We may ask for proof of identity before releasing information.

RIGHT	WHAT IT MEANS
To be informed	To know how we use your information, which is what this policy does
Of access	To a copy of the information we hold about you (and your baby, as their parent)
To rectification	To have inaccurate information corrected or incomplete information completed. Clinical records are not deleted, but we add your correction or statement to them
To erasure	To have information deleted where we no longer need it. We cannot delete records we must keep by law, such as midwifery and financial records (section 7)
To restrict processing	To ask us to store your information but not use it, for example while a correction is checked
To data portability	To receive information you gave us, held electronically and used by contract or consent, in a common digital format, or have it sent to another provider
To object	To object to uses based on legitimate interests. You can always stop marketing emails
To withdraw consent	Where we rely on consent, you can withdraw it at any time. This does not affect what we did before
On automated decisions	Not to be subject to decisions made solely by computer. We do not make automated decisions or profile clients

11 Complaints, data breaches and changes to this policy

Complaints. If you are unhappy with how we have handled your information, please contact us first (section 1). You can complain verbally or in writing. We will acknowledge written complaints within 3 working days and aim to give a full response within 7 working days, wherever reasonably practicable. If you are still not satisfied, you can complain to the Information Commissioner's Office:

- Website: ico.org.uk/make-a-complaint
- Phone: 0303 123 1113
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Concerns about care. Complaints about the care itself are handled under your client agreement. If a concern relates to Hannah's fitness to practise as a midwife, you can also raise it with the Nursing and Midwifery Council (www.nmc.org.uk).

Data breaches. If your information is lost, stolen or accessed without permission, we will act straight away to limit the impact. We will report it to the ICO within 72 hours where it could put people at risk, and tell you without undue delay if there is a high risk to you.

Changes. We review this policy at least once a year and when the law changes. The latest version is always on our website, and we will tell current clients about any significant changes.

This policy was last updated in November 2026.

Hannah Simons
Registered Midwife & Antenatal Educator
NMC PIN: 12G1687E

Chloe Lewis
Doula, Hypnobirthing Practitioner & Antenatal Educator
FEDANT National Register: 13829

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