



## PRIVACY POLICY

GDPR stands for General Data Protection Regulation and replaces the previous Data Protection. It came into effect on 25th May 2018.

GDPR states that personal data should be 'processed fairly & lawfully' and 'collected for specified, explicit and legitimate purposes' and that individual's data is not processed without their knowledge and are only processed with their 'explicit' consent. GDPR covers personal data relating to individuals. **Hello Baby** is committed to protecting the rights and freedoms of individuals with respect to the processing of clients' personal data.

The Data Protection Act gives individuals the right to know what information is held about them. It provides a framework to ensure that personal information is handled properly. GDPR includes eight rights for individuals:

### 1) The right to be informed

'Hello Baby' is a business co-owned and managed by Hannah Simons and Chloe Lewis, and provides private antenatal classes, private hypnobirthing courses, private midwifery care and free events for pregnant and new mothers in the local area.

The basis on which we keep client data is that of "Legitimate Interests". This means that the data is necessary for us to fulfil the contract that we have together (i.e. to provide information and support) and that it is data that you would reasonably expect us to hold and use.

For those who enquire about our services, the data we hold includes any information you have provided us by email / text / message / phone call.

For those who book a service, the data we hold includes:

- Basic information such as name, email address, phone number
- Information that you give us as part of the work we do together
- Records of what learning we have covered in our sessions
- Emails, texts and / or messages that are sent between us

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

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



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Some of the information that you give us may fall under the definition of special category of data as defined by the General Data Protection Regulation. The condition for processing this special data is (precised from the Act) “processing is necessary for medical diagnosis, the provision of health care or treatment pursuant to contract with a health professional”.

Data is not shared with anyone and is used to enable us to provide informational courses, support or therapy for you. It may also be used for statistical purposes within our businesses.

**Hello Baby** use an accountant who will have access to names and addresses attached for payments and the purposes of payments.

**Hello Baby** may use Cookies on its website to collect data for Google Analytics, this data is anonymous. Cookies are small pieces of information that are stored by your browser on your device’s hard-drive. They are used to distinguish individual users and help us improve our website. Analytics and search engines providers that assist us in the improvement and optimisation of our site may collect data about your IP and computer set up.

## 2) The right of access

Chloe Lewis, of 58 Coldharbour Lane, Bushey, Hertfordshire, WD23 4NY is the named data controller for **Hello Baby**.

Hannah Simons, of 70 Chiltern Avenue, Bushey, Hertfordshire, WD23 4RG is the named data controller for **Hello Baby**.

At any point an individual can make a request relating to their data and **Hello Baby** will need to provide a response (within 1 month).

## 3) The right to rectification

You have the right to request that any inaccurate personal data is rectified or completed if it is incomplete. You can make a request for rectification verbally or in writing and **Hello Baby** will need to provide a response (within 1 month).

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## 4) The right to erasure

You have the right to request the deletion of your data where there is no compelling reason for its continued use. However, **Hello Baby** has a legal duty to keep individual details for a reasonable time (7 years after the services have been used). This data is archived electronically and in paper form securely onsite and shredded after the legal retention period.

## 5) The right to restrict processing

Clients can object to **Hello Baby** processing their data. This means that records can be stored but must not be used in any way, for statistical reports or for research.

## 6) The right to data portability

You have the right to receive personal data you have provided to **Hello Baby** in a structured, commonly used and machine-readable format. You also have the right to request that **Hello Baby** transmits this data directly to another controller. The right to data portability only applies when: the lawful basis for processing this information is consent or for the performance of a contract; and you are carrying out the processing by automated means (i.e. excluding paper files). Information is only within the scope of the right to data portability if it is personal data that has been provided to **Hello Baby** (e.g. address, age). This also includes personal data resulting from observation of an individual's activities (e.g. where using a service).

## 7) The right to object

Individuals can object to their data being used for certain activities like marketing or research. **Hello Baby** will only use your details with your permission as part of a secure mailing list to email you details of future **Hello Baby** courses and services that may be of interest to you prior to your due date or in your post-natal period. These details will never be used for any other form of marketing nor be given to another organisation for marketing their own products and services.

## 8) The right not to be subject to automated decision-making including profiling.

Automated decisions and profiling are used for marketing-based organisations. **Hello Baby** do not use personal data for such purposes.

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## Storage and use of personal information

All paper copies of individual training records are kept in a locked filing cabinet (accessed only by Chloe Lewis and Hannah Simons) in **Hello Baby** offices. All information is confidential and records remain onsite at all times, including for archiving. These records are shredded after the retention period.

**Hello Baby** collects personal data including; names, telephone numbers and email addresses of those on the waiting list for a course, service or event, or who have asked to be informed of future courses, services or events, via a mailing list.

**Hello Baby** stores personal data held visually in birth stories, photographs or video clips or as sound recordings, only where full written consent has been obtained. No full names are stored with images in photo albums, displays, on the website or on **Hello Baby** social media sites.

Data of names, email addresses, telephone numbers is also held electronically on a computer hard drive and on a cloud storage system. Access to all office computers, cloud accounts and to websites is password protected.

GDPR means that **Hello Baby** must:

- \* Manage and process personal data properly
- \* Protect the individual's rights to privacy
- \* Provide an individual with access to all personal information held on them

If there is any breach of data security, **Hello Baby** will give full details to the Information Commissioners Office and any person affected within 72 hours of the breach and do all possible to minimise any potential impact.

This Policy was adapted by **Hello Baby** on 20<sup>th</sup> November 2025.

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