

PRIVACY POLICY



What do you know?

When you get in touch, you provide minimal information, just enough for me to be able to reply with details of how to book, my pricing, etc. Should you not become a client within 2 months, although I'm sure you will, because our courses are pretty incredible, I'll delete whatever you sent.

Generally speaking, this info will be your name, email address, mobile phone number and your due date should you choose to provide it.

Who are you?

Beautiful New Beginnings – Liverpool's Independent Antenatal and Practical Parenting Courses.

Founders name and details – Carolyn Whitehead, Grove Park Ave, West Derby, Liverpool, L12 5JP

How is my data being collected

In most cases, you have told me your details. At times, a third party may tell me your details for example if they were to buy you a gift voucher for one of our wonderful services! This would usually be your name and email address. You can contact me using the details on the voucher.

Why are you keeping my data?

I keep your data so that I can serve you throughout your pregnancy and beyond. Depending on the course you have signed up for, I will let you know about any changes to classes, any additional information you may need to know and also any other classes that come up in the future that may be of interest to you. I collect your due date or your child's birthday as I like to send an email to congratulate you on another successful year of parenting. You may opt out of any emails at any point.

Legally I have to keep some information in order to be able to keep a sales record.

What are you doing with my data?

I provide you with a comprehensive service

If you have consented, you will receive emails which may have special offers or other relevant information to you and your little one.

I use the data to look at the boring stuff too – sales history, predicting forecasts and so on.

Will you spam me?

Nope – never. I hate spam emails so I would never do this myself. You will receive a reply to your initial contact either requesting some more information or providing you

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with the information you have requested, course dates, pricings, queries for example.

If I don't hear back from you I will send a further email that month – just because it's easy to lose track of email with the busy lives we lead. Beyond this, I'll not bother you again if I hear nothing back.

Once you have booked your course, you'll receive a confirmation email from me which includes any relevant course information.

Who else will you tell about me?

I can't stand it when my details are sold or passed on so I'd never do it to you. There are times when I may need to pass your information on though and these include:

Postal and courier services (sometimes when you have attended a course, in particular the antenatal course, I send a little gift to the baby. This is usually given at the final session of the course but sometimes people for whatever reason cant attend and I'd hate to think of people missing out on their gift!)

If any law enforcement requests come to me I am legally bound to hand over your information.

What will this do to me?

Nothing, nada, zilch. The way I collect & store your information will never negatively affect you as an individual.

How long do you keep me in your system?

Almost always indefinitely, although you can always just ask me to delete all the data I hold and I will do so within a month.

Legally I have to keep a sales record for a set period of time.

The final bits

If you are still unsure of what I hold, how I collect or store your details, please ask.

If you would like further information on the legal guidelines I operate within or have any concerns about how I use your data, please check the ICO's website at <https://ico.org.uk/>

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My data (just for you)

My lovely business – Beautiful New Beginnings is owned and operated by Carolyn Whitehead

You can email me at beautiful.new.beginnings@outlook.com

You can call me on 07702286493

You can pop me a letter C/O St Mary's Millennium Centre, Meadow Lane, West Derby, Liverpool L12 5EA