

Tiny Street Ltd - Privacy Notice

This Privacy Notice provides details of the personal data we collect from you, what we do with it, how you might access it and who it might be shared with.

Last updated: 22/04/2021

Our Contact Information:

Name: Tiny Street Ltd

Email: hello@tinystreet.co.uk

We process personal data only for the purpose for which they are collected. The purpose is dependent on whether you use only our website, or additionally, our services. If you use our services, you are required to register, and we collect your personal data. We use this personal data for the provision of the service or the performance of the contract. We may use your personal data for other similar purposes, including marketing and communications, but that will only occur in the case we have your consent or another legal justification for doing so.

What we do with your personal data

Processing purpose	Legal basis
To process & manage bookings for Tiny Street public sessions and private bookings	Performance of a contract with you (one of our customers)
General enquiries	It's in our legitimate interests for individuals to enquire about our services
Website management and security	It's in our legitimate interests to provide and protect our website for visitors
Use of photographs of you and/or your child or children to support the development of our small business.	Our legitimate interests or your specific consent (provided at the time of booking by ticking a box during the booking process)
To manage our ongoing relationship with you, such as maintaining accurate records, notifying you of any changes to our terms or this privacy notice	Legal obligation
Marketing and communications	Specific consent (provided at the time of booking, or by manually opting into our mailing list)
Ensure the health & safety of our customers and staff and to reduce the risk of Covid-19	Legal obligation or legitimate interests of a third party such as HM Government.

What personal data do we process?

Personal data type	Personal data collected
Identity	Your first name, surname, username or other identifier The name of children attending a Tiny Street session Photographs taken (by Tiny Street) of you or the children attending a Tiny Street session with your prior consent. Your IP address (when using our website)
Contact	Billing and/or home address, email address and telephone numbers Social media account usernames (for example, you contact us via Facebook Messenger).

Transactional	Billing information, payment card information, account holder name, sort code and account number – where Tiny Street play sessions are booked via our online booking system (or provider) or where a private booking is made (e.g. birthday party, school booking etc.)
Preferences	Your preferences in receiving marketing from us and your preferences for communication.
Profile	Feedback, survey responses and through your bookings with us.
Special category	Limited health data, in relation to whether you or anyone in your household or family group is experiencing any symptoms of Covid-19 or are taking required actions in relation to current Government requirements. Other personal data that falls into this category.

When we are unable to provide a privacy notice

When booking a Tiny Street session for multiple children (or a Group), we require the person making the booking to provide the name of each child attending the session. This ensures we maintain an accurate register of all individuals at each of our play sessions for health and safety. By doing this, we are required to notify each adult who holds parental responsibility for each child. In a situation where one adult books a play session on behalf of multiple children, we would ordinarily be required to provide a privacy notice to each parent. In order to do this, we would need to request the contact details and contact the parent of each child booked on a session.

As the personal data processed is limited only to a child's name and the processing purpose is limited to managing health and safety, Tiny Street will not provide a privacy notice to each parent as this requires a disproportionate effort. Therefore we rely on the 'disproportionate effort' legal exemption under current UK data protection law.

How we collect your personal data

We may collect personal data through the following means:

- **Directly from you:**
 - In person, by email, telephone or direct contact via other means such as Facebook, Instagram or other social media platforms
 - When you complete a booking form via our online booking system
 - When you visit our website at <https://www.tinystreet.co.uk>
- **Directly from a third party processor:**
 - **bookwhen.com** ('BookWhen') – a separate online booking system who collect your data when you book a Tiny Street session
 - **Stripe** – when you book through BookWhen, Stripe processes your payment details.
 - **SumUp** – occasionally we use this to take payments for additional tickets or ad-hoc payments.

Where your personal data is stored

Tiny Street stores information on personal laptops, personal mobile phones and filing systems. Our devices and systems have appropriate security controls in place to prevent personal information from being accidentally lost, stolen or accessed illegally. These devices and systems are based in the UK and/or EU.

How long we keep your personal data

We only keep personal data for as long as is necessary to:

- Provide any of our services to you
- Respond to any questions, complaints or claims made by you or on your behalf
- Keep any records required by law or other government requirements

When we no longer need to keep your personal data, it is deleted or anonymised. In the vast majority of cases (i.e. relating to online play session bookings), all personal data gathered at booking stage will be deleted after 18 months of the booking. This is to enable us to carry out reviews & audits as part of our annual financial accounts.

Marketing

Tiny Street relies on explicit consent (opt in) before sending any marketing emails. This means you will only receive marketing from us if you have ticked a box confirming you would like to be added to our mailing list.

You are able to opt out from these emails by either contacting us using the details at the top of this privacy notice, or clicking on the 'unsubscribe' link in Tiny Street marketing emails. We do not share your personal information with any other third parties for marketing purposes.

Your rights

Under data protection law, you have rights including:

Your right of access

You have the right to ask us for copies of your personal information.

Your right to rectification

You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure

You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing

You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing

You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability

You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights, unless the request is clearly unfounded, excessive or repetitive. If you make a request, we have one month to respond to you, although if a request is complex this may take longer and we will let you know. Please contact us using the details on page one, if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us using our contact details on page one.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>