



# PRIVACY POLICY

At Play Works, we are committed to protecting the privacy, dignity and rights of children, young people, parents, carers and all those who engage with our services. We take our responsibilities seriously and handle personal information with care, respect and transparency.

This Privacy Policy explains what information we collect, why we collect it, how it is used and stored, who it may be shared with, and your rights under data protection law. We aim to meet current best practice and comply fully with UK data protection legislation.

## INFORMATION WE COLLECT

### Log Data

When you visit our website, our hosting providers and internet service providers may automatically collect standard log data. This may include your IP address, browser type and version, pages visited, time and date of visits and time spent on pages. This information helps us keep our website secure and functioning properly.

### Device Data

We may collect limited information about the device used to access our website, such as device type, operating system and settings. What is collected depends on your device and software settings. We recommend reviewing your device provider's privacy information for further details.

### Website Analytics

We use Google Analytics to help us understand how our website is used. IP anonymisation is enabled, and the information collected does not identify individual users. Google Analytics uses cookies and similar technologies. More information about Google's use of data can be found via their published policies.

### Personal Information You Provide

You may provide personal information when you contact us or use our booking systems, including:

- Name
- Email address
- Telephone or mobile number

We only collect information that is necessary to communicate with you or provide our services.

## **Children's Information (Important)**

We recognise that information relating to children is particularly sensitive. Play Works is committed to safeguarding children and ensuring that their personal information is handled with the highest level of care.

- We only collect information about children where it is necessary to provide safe, inclusive and appropriate play services.
- Children's personal data is never used for marketing purposes.
- Access to children's information is strictly limited to authorised staff and volunteers who need it to carry out their role safely.
- Information about children is stored securely and only retained for as long as necessary in line with legal and safeguarding requirements.

Where consent is required, this will be provided by a parent or legal guardian.

## **LEGAL BASES FOR PROCESSING**

We process personal information lawfully, fairly and transparently. Depending on the circumstances, we process information because:

- It is necessary to deliver a service or fulfil a contract
- We have a legitimate interest that does not override your rights
- You have given clear consent for a specific purpose
- We are required to do so by law

Where consent is used as the legal basis, you have the right to withdraw that consent at any time.

## **HOW WE USE INFORMATION**

We may collect, hold and use personal information for the following purposes:

- To communicate with parents, carers and service users
- To manage bookings and enquiries
- To ensure the safety and wellbeing of children
- To meet legal, regulatory and safeguarding obligations

Information is never used in ways that are incompatible with these purposes.

## **SHARING INFORMATION WITH THIRD PARTIES**

We do **not sell** personal information.

We may share personal information only where necessary and appropriate, for example with:

- Online booking or IT service providers
- Website analytics providers
- Regulatory or safeguarding bodies where legally required

All third-party providers are required to handle information securely and in accordance with data protection law.

## **INTERNATIONAL DATA TRANSFERS**

Personal information is primarily stored and processed in the United Kingdom. Where information is transferred outside the UK or EEA (for example through secure IT providers), we ensure appropriate safeguards are in place, such as approved contractual clauses, to protect your information.

## **DATA RETENTION AND SECURITY**

We only keep personal information for as long as necessary. While information is held, we use appropriate technical and organisational measures to protect it from loss, misuse, unauthorised access or disclosure. Although no electronic system is completely secure, we take all reasonable steps to protect the information entrusted to us.

## **YOUR RIGHTS**

You have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request erasure of information where appropriate
- Restrict or object to certain processing
- Request data portability
- Withdraw consent where consent is the legal basis

Requests can be made using the contact details below.

## **COMPLAINTS**

If you believe we have not handled your information appropriately, please contact us so we can investigate. You also have the right to complain to the **Information Commissioner's Office (ICO)**, the UK's data protection regulator.

## **COOKIES**

We use cookies to help our website function effectively and to understand how it is used.

## **CHANGES TO THIS POLICY**

We may update this policy from time to time to reflect changes in law or best practice. Where changes are significant, we will take reasonable steps to inform users and seek consent where required.

## **OUR PRIVACY PROMISE (FOR CHILDREN)**

### **How Play Works looks after your information**

At **Play Works**, we want everyone to feel **safe, happy and respected**.

Sometimes we need to know a few things about you so we can:

- Help you come to play sessions
- Keep you safe
- Talk to your grown-ups if we need to

#### **Keeping information safe**

- We only collect information we really need
- We keep it safe and private
- Only trusted adults at Play Works can see it

#### **Being kind and fair**

- We never sell your information
- We don't use children's information for advertising
- We treat everyone fairly and with respect

#### **Grown-ups help too**

If you are under 16, your **parent or carer helps decide** what information we can use.

#### **Questions or worries?**

If you or your grown-up ever feel unsure, you can ask us.

We will always listen and help.

#### **Your safety and happiness matter to us.**