

Privacy Notice for Our Website Users

We understand that using Toddletown Day Nursery's services requires trust and we want that trust to begin with how we treat your personal data.

This privacy notice explains what personal data we collect, and how we use that information when you use our website.

Please note that this privacy notice does not apply to those applying for, or who are successful in gaining employment with us. A separate privacy notice for employees is available from the Nursery Manager.

If your child is at our nursery, then a copy of the parent privacy notice is also available from the Nursery Manager.

Introduction

Toddle Town Nursery and Daycare Ltd is committed to ensuring that any personal data we hold about you is protected in accordance with data protection laws and is used in line with your expectations.

This privacy notice explains what personal data Toddle Town Nursery and Daycare Ltd collects, why we collect it, how it is used and how we will protect it.

We do not trade personal data for commercial purposes and will only disclose it if required by law, if it is necessary to progress your enquiry with us, or if it is with your consent.

Contact Us Form Users

If you get in touch with us via the contact form on the website, we will save the details you share with us on our database. This will include your name, phone number and email address. This way, if you get in touch with you in future, we can refer to our previous conversations. We will not contact you or share your details without asking for your consent.

By filling in the contact form with their Data, the User authorises Toddle Town Nursery and Daycare Ltd to use these details to reply to requests for information and provide you with relevant information about the services provided by Toddle Town Nursery and Daycare Ltd.

Newsletter Sign Up

If you subscribe to our mailing list to be kept up-to-date with our progress, prospective parent events and how to secure a place, you will be automatically subscribed to receive email updates. You will only receive information that you have opted in to receive.

You can change your email marketing preferences at any time, by replying with 'unsubscribe' to any of our emails or by contacting info@toddletownnursery.com with the subject line 'unsubscribe'.

We will ask for your consent to allow us to send you information about our services and updates that we believe will be of interest to you, based on your enquiry to Toddle Town Nursery and Daycare Ltd.

Website visitors

We use Google Analytics (GA) to track site user interaction. We have GA code installed on our site which creates one or more text files on your computer (called a "cookie"). The

cookies contain an ID number which is used to uniquely identify your browser and track each site you visit that has GA enabled.

We use this data to determine the number of people using our site and to better understand how they find and use our web pages. With this information we can continually improve the information that we provide on our site and the processes for actions such as contacting us and booking a visit. We can also use it to increase the number of new people finding our site.

Google analytics stores the following data:

- Time of visit, pages visited, and time spent on each page of the webpages
- Interactions with site-specific widgets
- Referring site details (such as the URL a user came through to arrive at this site)
- Type of web browser
- Type of operating system (OS)
- Flash version, JavaScript support, screen resolution, and screen color processing ability
- Network location and IP address
- Document downloads
- Clicks on links leading to external websites
- Errors when users fill out forms
- Clicks on videos
- Scroll depth

Google also collects information about you from its Doubleclick tracking and profiling service, from ad-supported apps on your Android or iOS device, from your YouTube and Gmail activity and from your Google account. This data is put together and used to make inferences about your age, gender, interests, hobbies, shopping habits and living circumstances.

All data collected is anonymised and Toddle Town Nursery and Daycare Ltd will not have access to your personal data via Google Analytics.

If you already have GA cookies, they will be updated with the latest information about your visit to the site.

As we cannot access any personal data about you ourselves, we are not the Data Controller for your Google Analytics or Doubleclick profile data. You would need to contact Google directly for this information.

You have the right to object to this tracking and to stop it happening.

How do I prevent being tracked by Google Analytics?

If you are uncomfortable with this tracking, you can take the following actions:

- Use a tracking-blocker, such as Privacy Badger
- Clear cookies after every browsing session

- Install the Google Analytics opt-out extension

Who we share your data with

Toddle Town Nursery and Daycare Ltd will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

How does Toddle Town Nursery and Daycare Ltd protect your data?

Toddle Town Nursery and Daycare Ltd protect unauthorised access to your personal data and prevent it from being lost, accidentally destroyed, misused, or disclosed by:

- Password protecting all devices used to process your personal data
- Using email encryption
- Password protecting all databases where your personal data is stored
- Using two factor authentication where possible

What We Do with the Information We Gather

The information collected may be used to provide you with additional information about our services, promotions and events. However, you will need to confirm a subscription in the first place. Subscribers can change or delete their subscriptions at any time.

We use SurveyMonkey as our Customer Satisfaction Survey tool, you can find out more about [SurveyMonkey's privacy statement here.](#)

Your rights with respect to your data

You have the right to:

- request access, amend or correct your personal data
- request that we delete or stop processing your personal data

If you wish to exercise any of these rights at any time or if you have any questions, comments or concerns about this privacy notice, or how Toddle Town Nursery and Daycare Ltd handles your data please contact info@toddlertownnursery.com.

If you continue to have concerns about the way your data is handled and remain dissatisfied after raising your concern with Toddle Town Nursery and Daycare Ltd, you have the right to complain to the Information Commissioner Office (ICO). The ICO can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or ico.org.uk/

Changes to this notice

Toddle Town Nursery and Daycare Ltd keeps this notice under regular review. This privacy notice was last updated on 14 May 2018.