



Sweet Dreams Sleep Coaching Data Protection and Privacy Policy

Birth Baby Sleep Limited T/A Sweet Dreams Sleep Coaching is committed to ensuring that your privacy is protected.

This Data Protection and Privacy Policy will help you to better understand what personal information I store and why.

Explaining Terms:

“Personal Data” Means any information that is personal to you and that you or another person could be identified by.

“Processing” Means anything that is done with that data- such as accessing, disclosing, destroying or using the data in any way.

“GDPR” Means the General Data Protection Regulations (EU) 2016/679;

“Protected Data” Means personal data received from or on behalf of the client with the performance of my obligations under this policy.

What purposes do I use your personal data for?

I currently store the following personal information:

Your Phone number and Email Address for the purpose of our communication and with your explicit permission: for references to contact you in future.

Your home address: I keep this on file so that I know how to get to your home when I am booked to visit or work in your home and also so I can recommend or put you in touch with any relevant local practitioners such as craniosacral therapists, IBCLC's or nutritionists.

Your child/children's name and date of birth for the purposes of the terms and conditions laid out in our contract (if applicable) in relation to the care of that child and also so that I can tailor recommendations for routines, sleep expectations or sleep coaching based on the age of your child.

Your Name: As it appears on your invoices. Invoices are stored for 7 years in accordance with HMRC guidelines.

Your child's birth and health history, sleep patterns, your family set up, details of daily routines, work hours, and other information relevant to being able to assess and advise on their sleep in a holistic manner, taking into account all aspects of both your child and your family life.

I will never share your personal details with anyone else without your permission and without legitimate reason to do so. Information that is stored electronically is password protected at all times. Paper files are kept under lock and key and will be until they are destroyed after 7 years. I will not use your personal details for marketing purposes, sell them or use them in any way that is not its original purpose.

I am registered with the Information Commissioner's Office (ICO) to hold and store your personal information and follow all guidelines to keep this safe.

What safeguards are in place?

I will comply with the eight data protection principles in the DPA which state that personal data must:

- (a) Be processed fairly and lawfully
- (b) Processed for limited purposes and in an appropriate way
- (c) Adequate, relevant and not excessive for purpose
- (d) Accurate
- (e) Not kept longer than necessary for purpose
- (f) Processed in line with individual's rights
- (g) Secure
- (h) Not transferred to people or organisations situated in countries without adequate protection. (I do not send your personal data outside of the UK at any time)

Your personal data will only be processed to the extent that is necessary for the specific purposes notified to you.

What rights do you have?

- (i) You may request access to the Data I hold about you at any time. Please make this request in writing.
- (j) You may ask to have inaccurate data about you amended or deleted.
- (k) You may raise a complaint with Sweet Dreams Sleep Coaching and seek support from the Information Commissioner's Office (ICO) if you have any concerns over how I have handled your data.
- (l) You will be given notification in respect of high breaches of the law.
- (m) If you believe that any information I am holding about you is incorrect or incomplete, please email me at emily@sweetdreamssleepcoaching.co.uk. I will promptly correct any information found to be incorrect.

Third parties

I will not disclose your personal data to any third party without your consent unless I am satisfied that they are legally entitled to the data. I am required to do so by law, if there is a Safeguarding concern, or if you violate my terms of contract. Where I do disclose your personal data to a third party, such as when you book a service with one of my affiliate Sleep Coaches, I will have regard to the eight data protection principles. I will only transfer personal data if they agree to comply with those policies and procedures or they have adequate measures in place themselves.