

# Privacy Notice



This Privacy Notice explains our practices, including your choices, regarding the collection, use and disclosure of certain information, including your personal information by us.

Please read this Privacy Notice carefully to understand how Hopes and Dreams (City) Limited will use your personal information.

## Contacting us

The data controller is Hopes and Dreams (City) Limited, 339 – 341 City Road, London EC1V 1LJ. For questions specifically about this Privacy Notice, or our use of your personal information, cookies or similar technologies, please contact us by email at [city@hopesanddreams.co.uk](mailto:city@hopesanddreams.co.uk).

## Data Protection principles

We will comply with UK and EU data protection law. This says that the personal information we hold about you must be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes that we have clearly explained.
3. Relevant to the purposes we have told you about and limited to those purposes.
4. Accurate and kept up-to-date.
5. Kept only as long as necessary for the purposes we have told you about.
6. Kept securely.

## Collection of information

We receive and store information about you, which may include:

### Information you provide to us:

Your name, email address, postal address, telephone number, payment method and certain information about you and/or your child/children. We collect this information online when you enter it or give it to us while using our services, our website, by telephone, email or post.

### Information from other sources:

We might supplement the information described above with information we obtain from other sources, such as Ofsted or Local Authorities.

### Information we collect automatically via the use of cookies for example:

- Information about your use of our websites.
- The requested web page or download with date and time you accessed our websites.
- The internet address from which you accessed the website.
- Details about your device, browser and operating system for support purposes.

# Privacy Notice



## Information we receive from other sources

We work closely with other organisations, such as Ofsted and Local Authorities who may provide us with your name and contact details.

## Use of information

We use your information to provide, administer and improve our services to you and to the early year's sector, your bookings, our services and your payments and to communicate with you.

## Contacting you – consent and legitimate interest

An important part of our service is communicating with our parents and third parties, telling you about our activities, how we are supporting your child/children, seeking your views on current issues and providing our Nursery School staff with information, training and advice to help them do their jobs.

We may also use the information we hold about you in order to provide you with information about other products or services we offer from Hopes and Dreams (City) Limited or associated companies. We believe that such communications are in both our legitimate interests to raise awareness of our work and promote our services.

However, you do have the right to ask us to stop sending you marketing communications. All our email communications include clearly visible unsubscribe and opt-out links for changing preferences. You can opt-out of communications or update your preferences at any time by emailing [city@hopesanddreams.co.uk](mailto:city@hopesanddreams.co.uk).

If you are new to Hopes and Dreams (City) Limited we will seek your consent to communicate with you if you have no prior relationship with us and have not actively signed up to one of our services or purchased a product or service from us.

## Sharing of information

Personal Information collected by us will be used by Hopes and Dreams (City) Limited or associated companies only, and not passed to any third parties unless you have given consent, except where the product or service is delivered by a third party on our behalf, or we are obliged by law to do so. If those third parties are based outside the EU, we will ensure that their data processing activities are compliant with EU law. We will only keep data for as long as necessary.

## Retention of information

We retain your information for as long as required both by UK or EU law and in line with our Data Retention Policy and our GDPR Policy.

Data relating to safeguarding concerns reported to Hopes and Dreams (City) Limited are held for up to 25 years.

# Privacy Notice



## Use of our website(s)

Within our website, we may link to other organisations websites that may be of use to you; however, we do not endorse the information on these websites and are not responsible for the websites' content. Hopes and Dreams (City) Limited cannot be held responsible for the privacy of data collected by these sites. You should review their privacy policy before sending them any personal data.

We make every effort to ensure that viruses, malware and other malicious software is excluded from our website, however, we advise that you take appropriate precautions to protect your device. Hopes and Dreams City Limited cannot be held responsible for any consequential damage from malicious software or any other use of our website, products or services. While undertaking the registration process through the Hopes and Dreams Montessori Nursery School website, your personal financial data is protected by Secure Sockets Layer (SSL) to ensure, secure transmission of the information.

Please check that your browser shows the padlock symbol and that it is connected to our approved website [www.hopesanddreams.co.uk](https://www.hopesanddreams.co.uk).



We use Sage Pay to collect/process transaction information. Please read [Sage Pay's security policy here](#).

## Your information and rights

You have the right to access any information we hold relating to you. You can request access to personal information or details of any transfers to third parties by emailing our Data Protection Officer at [city@hopesanddreams.co.uk](mailto:city@hopesanddreams.co.uk)

You also have the right to ask us not to process your personal data for direct marketing purposes and that we delete personal information that we hold about you. If you choose to make a request to us, we will aim to respond to you within one week. (Seven days)

We will not charge a fee for dealing with your request. We may reject requests that are unreasonable or not required by law, including those that would be extremely impractical or could require disproportionate technical effort. If you are dissatisfied with how we are using your personal information or if you wish to complain about how we have handled a request, and then please contact our Data Control/Nursery School Business Manager [city@hopesanddreams.co.uk](mailto:city@hopesanddreams.co.uk) and they will try to resolve any issues you may have.

You have the right to complain to the Information Commissioner's Office, which is the statutory regulator for data protection law. Find details of how to [complain to the ICO](#).

We reserve the right to change or update this Privacy Notice at any time.