Develop My Child Ltd
UK GDPR Privacy Notice

Document Control

1. Confidentiality Notice

This document and the information contained therein is the property of Develop My Child Ltd. This document contains information that is privileged, confidential or otherwise protected from disclosure. It must not be used by, or its contents reproduced or otherwise copied or disclosed without the prior consent in writing from Develop My Child Ltd.

2. Document Details

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Version	Date	Version Created By:	Version Approved By:	Comments
V2	2/7/2026	Kathryn Schlieben	Grainne Yeatman	Changed contact email

This Privacy Notice explains how Develop My Child Ltd collects, uses, stores and shares personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 and relevant changes introduced by the Data (Use and Access) Act 2025.

We will keep this Privacy Notice under review and update it when the law, Information Commissioner's Office (ICO) guidance, or our services and systems change.

Who we are

Develop My Child Limited, 43 Dinorben Avenue, Fleet, Hampshire, GU52 7SQ (referred to in this Privacy Notice as DMC Ltd, we, us or our) is the data controller for the personal information described in this notice.

Collection of personal information

DMC Ltd may collect and use the following kinds of personal information through our website, forms, enquiries, bookings, contracts and delivery of services:

• information about your use of our website, including information obtained via cookies and similar technologies where applicable;
• contact details you provide when enquiring about, registering for, booking or receiving our services, including names, addresses, email addresses and telephone numbers;
• information about appointments, bookings, classes, activities or services, including dates, times, locations, attendance and service history;
• payment, invoicing and membership information, including bank account details where needed to administer payments and records of fees paid;
• feedback, correspondence and communications you send to DMC Ltd, including information provided by telephone, email, online forms or post;
• information about children, parents, carers or service users where this is necessary to provide our services safely and appropriately, including relevant health, developmental, medical, educational, safeguarding or accessibility information where supplied to us.

Why we collect and use personal information

We only use personal information where we have a lawful basis to do so. Depending on the circumstances, this may include:
• consent, for example where you choose to join a mailing list or give optional information;
• contract, where processing is necessary to provide services, manage bookings, take payments or respond to enquiries before entering into a contract;

• legal obligation, where we are required to keep records, respond to lawful requests, meet safeguarding duties, comply with tax rules, or meet health and safety requirements;
• legitimate interests, where we need to manage and improve our services, communicate with clients and service users, protect our business, prevent misuse, and administer our records, provided those interests are not overridden by your rights and freedoms;
• vital interests, where processing is necessary in an emergency to protect someone's life or wellbeing.

Where we process special category information, such as health, medical, developmental, accessibility or safeguarding information, we will only do so where we have a lawful basis under Article 6 of the UK GDPR and a separate condition under Article 9 of the UK GDPR. This may include explicit consent, health or social care purposes, substantial public interest, legal claims, vital interests, or other conditions permitted by law.
When we handle children's personal information, we will take account of children's best interests, use clear and age-appropriate privacy information where relevant, collect only what is necessary, and apply additional safeguards because children may be less aware of risks, consequences and their rights.
We do not use personal information for solely automated decision-making that produces legal or similarly significant effects unless this is permitted by law and appropriate safeguards are in place.

We may share personal information where necessary with trusted service providers and professional advisers, such as booking or administration systems, payment providers, accountants, IT and email providers, insurers, legal advisers and regulatory bodies. We may also share information with health, education, safeguarding or emergency services where this is necessary and lawful. We will only share information where there is an appropriate legal basis, confidentiality expectation and, where required, a data processing agreement or other safeguard in place.
If personal information is transferred outside the UK, we will ensure that appropriate safeguards are in place, such as an adequacy decision, recognised transfer mechanism, risk assessment or other protection required by data protection law.

Securing Your Data

DMC Ltd will take reasonable technical and organisational measures to prevent unauthorised access to, loss, misuse, alteration or disclosure of personal information.

These measures may include access controls, secure storage, password protection, staff awareness, careful handling of paper records, secure disposal, and appropriate contractual controls with suppliers who process personal information on our behalf.

Where we pass contact details to another person or organisation, for example in relation to a group, activity or service enquiry, we will only do so where we have a lawful basis and where the sharing is necessary and proportionate.

How long do we keep your personal data?

We keep personal information only for as long as it is needed for the purpose for which it was collected, including to provide services, meet legal and regulatory duties, resolve complaints, manage insurance or legal claims, and keep appropriate business and financial records. Retention periods vary depending on the type of information and the reason it is held. We will securely delete, destroy or anonymise personal information when it is no longer needed, unless we are required or permitted by law to keep it for longer.

Updating This Statement

DMC Ltd may update this Privacy Notice from time to time. The latest version will apply from the date it is published or provided. We recommend reviewing it regularly so that you understand how we use personal information.

Your rights and your personal data

Depending on the circumstances, you may have the right to request access to your personal information, correction of inaccurate information, erasure, restriction of processing, data portability, objection to processing, withdrawal of consent, and rights relating to automated decision-making. You can make a request by telephone, email or post using the contact details below.

When you exercise any of these rights, we may need to verify your identity or confirm that someone acting on your behalf has authority to do so. We will respond without undue delay and normally within one month, unless the law allows us extra time because the request is complex or we have received multiple requests.

There is usually no fee for exercising your rights. We may charge a reasonable fee or refuse to act on a request if it is manifestly unfounded or excessive, as permitted by law.

If we cannot fully comply with a request, we will explain why, unless the law prevents us from doing so.

If you are unhappy with how we handle your personal information or a data protection rights request, please contact us first using the details below. We will acknowledge data protection complaints within 30 days, investigate without undue delay, keep you informed where appropriate, and tell you the outcome without undue delay. You also have the right to complain to the Information Commissioner's Office.

Contacting us

If you have any questions, requests or complaints about this Privacy Notice or your personal information, please contact us:

- by email to: enquiries@developmychild.co.uk
- by post to: 43 Dinorben Avenue, Fleet, Hampshire GU52 7SQ