



Privacy Policy 2020

This policy applies on and from 11 November 2020.

Keeping your data safe

At Alfresco we are committed to keeping your personal data safe and secure, and handling it in accordance with our legal obligations. This Privacy Policy sets out in detail the purposes for which we process your personal data, who we share it with, what rights you have in relation to that data and everything else we think it's important for you to know.

Who's in control?

It is important that you understand who is responsible for keeping your data safe. We are the "controller" of all personal data collected, which is used for the purpose of safeguarding the children in our care for any other purposes set out in this Privacy Policy. This means that we are responsible for ensuring that your data is handled legally and safely.

We have appointed Jessica Woods as our Data Protection Officer (DPO) who has ultimate responsibility within Alfresco for making sure your data is treated in accordance with this Privacy Policy and the law. Our DPO can be contacted by emailing enquiries@alfrescochildcare.co.uk.

What data do we collect and where from?

We collect some data directly from parents, when children are registered with us, using the registration forms, and some from staff when they are appointed to work with us.

This data includes the following:

- full names;
- email addresses;
- addresses and post codes;
- contact telephone numbers;
- children's names;
- children's dates of birth;
- children's gender;
- children's race and religion;
- children/staff medical information;
- emergency contact's details.
- children's school attended.
- National insurance numbers for staff and parents.

We also collect information that parents, staff and members of the public may voluntarily provide to us when you contacting us with queries, complaints, comments or praise, or information that is voluntarily posted on public areas of our platform (Voluntary Data), e.g. Facebook.

What do we use your data for?

It is important that you understand how and why we use the personal data that we collect about you. This section sets out the different purposes for which we process personal data and which types of personal data we need for each purpose.

Providing our childcare services:

We use the registration details to set up children's accounts on our nursery system and hold the completed registration forms securely in our office for the purpose of safeguarding the children. We need to hold parental contacts should we need to get hold of someone during their child's time with us in nursery and we need to hold important medical information and emergency contact details for in the event of an emergency and a child requires medical attention.

We will input children's data into our online Interactive Learning Diary system so that we can share children's observations, photographs and progress reports. Parents will have control over how much information, if any, can be shared on group observations and photographs.

We use Voluntary Data to enable us to respond to queries, complaints or comments that you have and to make sure that these are dealt with appropriately. If Voluntary Data you provide includes any special categories of personal data (such as information about your health, race or religion), you must make sure before you provide this that you are happy for us to use that Voluntary Data for the purposes set out in this Privacy Policy.

We use email addresses for sending nursery invoices, newsletters, informing parents and staff of upcoming activities within the nursery, informing staff of their hours for the coming weeks and general correspondence related to work. We will also contact parents and staff members for day to day enquiries and correspondence. By providing your email address on the registration documentation we assume permission for the use of the email address for the above purposes.

Please let us know if you DO NOT wish to be contacted for these purposes. Paper copies of these documents will be provided in this instance.

Providing Employment:

Staff data will be passed on to our external payroll department for the purpose of calculating salaries and monthly payments. It will also be sent to Capita during the DBS process for staff suitability checks, OFSTED and the Local Authority for monitoring staff employed by Alfresco Childcare and for training purposes, HMRC for tax and the Staff Personnel Government Gateway for the completion of the EY2 forms.

How do we use your data for marketing and advertising purposes?

Marketing and advertising are key parts of our activities. This section sets out the various different types of marketing and advertising that we carry out and how your data is used for each type of activity.

Email marketing:

We will use your email address to send you email marketing, such as our newsletter and holiday club plans. You can opt out of receiving marketing emails at any time by informing Jessica Woods and you will be removed from the mailing list.

If you opt out of email marketing, we will still need to send you service communications by email from time to time, such as information about changes to our services.

We use Facebook for advertising and marketing our setting, we do not include any names or personal details and photographs are only ever used with prior consent.

What is our legal basis for using your data?

Data protection law says that we have to tell you the legal basis that we rely on to process your personal data for the purposes that we have notified to you. This section tells you what that legal basis is in relation to each of the purposes set out above.

With the exception of email marketing, we process your personal data for all of the purposes identified under **What do we use your data for?** and **How do we use your data for marketing and advertising purposes?** above on the basis that it is in our legitimate interests, or the legitimate interests of third parties with whom we share your data, to carry out these activities. Further information about what those interests are is set out below.

Purpose: Providing you with information about our services

Legitimate interests: To ensure that all families that use Alfresco Childcare enjoy the best experience possible, to help us deliver our remit as a childcare provider.

Purpose: Improving our services

Legitimate interests: To make sure that we continue to improve our service and provide our families with the best and most effective service possible.

Purpose: Advertising

Legitimate interests: To provide advertising that is relevant to you and prospective families, to ensure that you have the best experience possible.

Who do we share your data with?

We do need to share your personal data with some third parties in some circumstances, and we reserve the right to do so without consent in the case of safeguarding children in our care. These third parties include the police, social services, children's services, paramedics etc.

In circumstances where we would share information with outside agencies to provide additional support to children, parental consent will be gained prior to any contact taking place, for example other pre-schools or childcare settings a child attends, including child-minders', schools during the pre-school to school transition period, health visitors, speech and language therapists and community paediatricians .

As stated above and for the reasons stated above staff data will be shared with our external payroll department, Capita Ofsted, the Local Authority, HMRC, and the staff personnel government gateway for completion of EY2 forms.

How long do we keep your data for?

Children's files and records will be destroyed after their 21st Birthday.

Staff personnel files and training records, including disciplinary records and working time records will be kept on file for 6 years after their contract terminates.

What rights do you have?

You have a number of rights under data protection law. These rights and how you can exercise them are set out in this section. We will normally need to ask you for proof of your identity before we can respond to a request to exercise any of the rights in this section and we may need to ask you for more information, for example to help us to locate the personal data that your request relates to.

We will respond to any requests to exercise your rights as soon as we can and in any event within one month of receiving your request and any necessary proof of identity or further information. If your request is particularly difficult or complex, or if you have made a large volume of requests, we may take up to three months to respond. If this is the case we will let you know as soon as we can and explain why we need to take longer to respond.

A right to access your information

If we have compelling legitimate grounds to carry on processing your personal data, we will be able to continue to do so. Otherwise, we will cease processing your personal data.

A right to ask us not to market to you

You can ask us not to send you direct marketing or advertising.

A right to have inaccurate data corrected

You have a right to ask us to correct inaccurate data that we hold about you. If we are satisfied that the new data you have provided is accurate, we will correct your personal data as soon as possible.

A right to have your data erased

You have a right to ask us to delete your personal data in certain circumstances, for example if we have processed your data unlawfully or if we no longer need the data for the purposes set out in this Privacy Policy.

How can you contact us?

If you have any questions or concerns about this Privacy Policy and/or our processing of your personal data, you can get in touch with our Data Protection Officer using: enquiries@alfrescochildcare.co.uk

What if you have a complaint?

You have a right to complain to the Information Commissioner's Officer (ICO), which regulates data protection compliance in the UK, if you are unhappy with how we have processed your personal data. You can find out how to do this by visiting www.ico.org.uk ([opens in a new window](#)).

What if this policy changes?

We may make changes to this Privacy Policy from time to time. Any changes we make will be posted on our website www.alfrescochildcare.com. We may also notify you by email if significant changes are made.