

# Privacy Notice

## Introduction

This document refers to personal data, which is defined as information concerning any living person (a natural person who hereafter will be called the Data Subject) that is not already in the public domain.

The General Data Protection Regulation (GDPR) seeks to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU. It should be noted that GDPR does not apply to information already in the public domain.

The Baby Barn is pleased to provide the following Privacy Notice:

## Personal Data

The Baby Barn uses the information collected from you to provide quotations, make telephone contact and to email you marketing information which The Baby Barn believes may be of interest to you and your business. In you making initial contact you consent to The Baby Barn maintaining a marketing dialogue with you until you either opt out (which you can do at any stage) or we decide to desist in promoting our services. The Baby Barn also acts on behalf of its clients in the capacity of data processor. When working exclusively as a data processor, The Baby Barn will be acting on the instruction of its client, and will work hard to ensure that the client is fully GDPR compliant.

Some personal data may be collected about you from the forms and surveys you complete, from records of our correspondence and phone calls and details of your visits to our website, including but not limited to personally identifying information like Internet Protocol (IP) addresses. The Baby Barn may from time to time use such information to identify its visitors. The Baby Barn may also collect statistics about the behavior of visitors to its website.

The Baby Barn's website uses cookies, which is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. WordPress.org uses cookies to help The Baby Barn identify and track visitors and their website access preferences. The Baby Barn website visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using The Baby Barn's website.

Any information The Baby Barn holds about you and your business encompasses all the details we hold about you and any sales transactions including any third-party information we have obtained about you from public sources and our own suppliers such as credit referencing agencies.

The Baby Barn will only collect the information needed so that it can provide you with marketing and consulting services, this agency does not sell or broker your data, although coincidentally there may be times when your information could be contained in data that The Baby Barn has purchased from a third-party list broker, on behalf of a client.

## Legal basis for processing any personal data

To meet The Baby Barn's contractual obligations to clients and to also respond to marketing enquiries.

## Legitimate interests pursued by The Baby Barn and/or its clients

To promote the marketing and consulting services offered by The Baby Barn and/or to market the services and/or products offered by The Baby Barn' existing clients.

## Consent

Through agreeing to this privacy notice you are consenting to The Baby Barn processing your personal data for the purposes outlined. You can withdraw consent at any time by emailing SALES@BABY-BARN.CO.UK or writing to us, see last section for full contact details.

## Disclosure

The Baby Barn may on occasions pass your Personal Information to third parties exclusively to process work on its behalf. The Baby Barn requires these parties to agree to process this information based on our instructions and requirements consistent with this Privacy Notice and GDPR.

The Baby Barn do not broker or pass on information gained from your engagement with the agency without your consent. However, The Baby Barn may disclose your Personal Information to meet legal obligations, regulations or valid governmental request. The agency may also enforce its Terms and Conditions, including investigating potential violations of its Terms and Conditions to detect, prevent or mitigate fraud or security or technical issues; or to protect against imminent harm to the rights, property or safety of The Baby Barn, its clients and/or the wider community.

## Retention Policy

The Baby Barn will process personal data during the duration of any contract and will continue to store only the personal data needed for five years after the contract has expired to meet any legal obligations. After five years any personal data not needed will be deleted.

## Data storage

Data is held in United Kingdom using different (multiple) servers. The Baby Barn does not store personal data outside the EEA.

## Your rights as a data subject

At any point whilst The Baby Barn is in possession of or processing your personal data, all data subjects have the following rights:

- **Right of access** – you have the right to request a copy of the information that we hold about you.
- **Right of rectification** – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be forgotten** – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- **Right to restriction of processing** – where certain conditions apply you have a right to restrict the processing.
- **Right of portability** – you have the right to have the data we hold about you transferred to another organisation.

- **Right to object** – you have the right to object to certain types of processing such as direct marketing.
- **Right to object to automated processing, including profiling** – you also have the right not to be subject to the legal effects of automated processing or profiling.

In the event that The Baby Barn refuses your request under rights of access, we will provide you with a reason as to why, which you have the right to legally challenge.

The Baby Barn at your request can confirm what information it holds about you and how it is processed

## You can request the following information:

- Identity and the contact details of the person or organisation (The Baby Barn) that has determined how and why to process your data.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of The Baby Barn or a third party such as one of its clients, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority (Data Protection Regulator).
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

## To access what personal data is held, identification will be required

The Baby Barn will accept the following forms of ID when information on your personal data is requested: a copy of your national ID card, driving license, passport, birth certificate and a utility bill not older than three months. A minimum of one piece of photographic ID listed above and a supporting document is required. If The Baby Barn is dissatisfied with the quality, further information may be sought before personal data can be released.

All requests should be made to sales@baby-barn.co.uk or by phoning +XXXXXXXXXXXX or writing to us at the address further below.

## Complaints

In the event that you wish to make a complaint about how your personal data is being processed by The Baby Barn or its partners, you have the right to complain to The Baby Barn.

The details for each of these contacts are:

The Baby Barn, attention of Rebecca Sykes

**The Baby Barn**

Gannow Green Farm,  
Gannow Green Lane,  
Rubery,  
West Midlands,  
B45 9AS UK

Telephone 01562 710 220 or email [sales@baby-barn.co.uk](mailto:sales@baby-barn.co.uk)