



**The Nurture Cove**  
Early Childhood & Assessment Centre

# PRIVACY POLICY

THE NURTURE COVE

VERSION 1.0



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## Version Control

VERSION	REVIEWER NAME	DATE	NEXT REVIEW	COMMENTS
1.0	Policy Pros	Jan 2024	Jan 2025	First Policy.



# Privacy Policy

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This policy sets out how we (The Nurture Cove Ltd/The Nurture Cove) may collect personal data from you, when we may collect personal data from you, the type of personal data and/or sensitive personal data we may collect from you or that you provide to us, and how such data may be controlled and/or processed once you use or access features on the <https://www.thenurturecove.co.uk/> website.

This policy also sets out your rights and our obligations concerning collecting, controlling, and processing such personal data.

Our main objective is for you to have absolute trust and confidence in us when we collect, control and process your data.

Any third-party data processors must comply with this policy when processing personal data on our behalf. Any breach of this policy by that third party may result in sanctions.

## 1. Who We Are

We are The Nurture Cove Ltd. We are a company registered in England and Wales with the company number 13668840.

Our registered office address is 217 High Street, Gorleston, Great Yarmouth, England, NR31 6RR.

Under the Data Protection Act 1998 ("the Act") and General Data Protection Regulation (Regulation (EU) 2016/679) ("the Regulation"), we are a data controller and data processor of personal data and sensitive personal data provided by you to us through our website.

## 2. Our Mission

At The Nurture Cove, we are as committed to protecting your data as we are to servicing and supporting our client's needs.

Our main priority is to build trust with you as a user of our website, shop, or services.

We take tangible steps to keep your data private and confidential. These steps include:

- Being completely transparent about how, when and why your data is controlled and processed by us.
- Allowing you control over the personal data we collect from you and how we process that personal data.



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- If you choose to allow us to process your data, we will make as clear as possible the reasons why and how that data may be collected, used and transferred.

### **3. What is Personal Data?**

Personal data is information about an "identified" person or an "identifiable natural person".

An "identifiable natural person" can be identified, directly or indirectly, in particular reference to an identifier such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person.

Sensitive personal data includes, but is not limited to, personal data which reveals disability, sex, sexual orientation, or racial or ethnic origin.

### **4. Personal Data We May Control and Process**

We may collect and process personal data, sensitive personal data and other information from you when you use our website and its content and when you correspond with us by phone, email or otherwise.

The type of data collected and how such data is collected will vary depending on how you use our website and whether or not you have consented for us to collect certain types of data from you.

By using our website and/or our products or services in conjunction with our website, you agree that we collect and process the personal data provided as part of that process for the purposes made clear to you at that time.



### 5. How We Collect Personal Data

Personal data may be collected by us actively and passively. The specific types of personal data we may collect from you are detailed below.

#### Necessary Data

This is data we must collect for us to deliver goods purchased or reply to a contact form.

We may also use Necessary Data to communicate with you following an enquiry and provide you with information about similar products and services we provide.

Necessary Data includes but is not limited to your name, email address and postal address (if ordering through our online shop).

#### Optional Data

This data includes information not necessary for us to collect but which you actively provide to us ("Optional Data"). For example, when completing a "Contact Us" form.

Optional Data includes but is not limited to the reasons for using the website and submitting a contact form.

We may also use Optional Data to analyse your requirements as a consumer and provide you with information about other products and services we provide which may be of interest to you.

#### Website Data

We may collect Device Information using the following technologies:

- "Cookies" are data files placed on your device or computer and often include a unique anonymous identifier. For more information about cookies and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the website and collect data, including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the site.

We passively collect this data while you use and browse the website.



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When you visit the website, we may automatically collect certain information about your device, including your web browser, IP address, time zone, and some of the cookies installed on your device.

In some cases, the information we collect – for example, your IP Address – can be used to help us improve and optimise our website.

We may also collect information about the individual web pages you view, what websites or search terms referred you to, and how you interact with the website.

For example, this information might be by generating analytics about how our visitors browse and interact with the website and assessing the success of any marketing and advertising campaigns.

### 6. How We Use Your Personal Data

We will only process your personal data (without using any automated processing) where it is necessary for our legitimate interests\* (or those of a third party), and your interests and your fundamental rights do not override those interests.

\*A three-part test will determine legitimate interests: purpose, necessity, and balancing the interests against the individual's interests, rights or freedoms.

Access to your personal data is restricted to individuals within our organisation as part of their role, ensuring that your data is handled carefully and securely.

We will use **Necessary Data** to:

- Provide goods to you upon ordering;
- Provide you with information about other products and services we provide which may be of interest to you; and
- Communicate with you when submitting a contact form.

All personal data we collect and process is stored on our secure servers following reasonable security practices.

We may use **Website Data** to understand how our clients behave for us to develop or optimise:

- How the website works for you;
- The information and services provided to you through our website; and
- The effectiveness of our online advertising and branding.



# 7. Your Rights and Our Obligations

## Consent

We will generally process your data with your express written consent in order to complete an action. For example, when you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only.

We may also process your data following this Privacy Policy if applicable Legislation permits. For example, we may be able to legally control and process your personal data without your express consent for direct marketing purposes if doing so is in the public interest, where it is necessary for the performance of a contract, or if we must do so to comply with local or national law.

We may also process your personal data without your express written consent if we have a legitimate interest in doing so, for some internal administrative purposes, or for the purpose of ensuring electronic information security.

We control and process your data on the sole basis of your consent. In that case, we must gain separate consent from you in respect of each distinct type of processing operation.

Where we are processing your personal data based on you giving us your consent to do so, you have the right to withdraw that consent at any time, but this will not affect the lawfulness of the processing before the withdrawal of such consent.

You can exercise your right to withdraw consent to the processing at any time by contacting us via [customerservices@thenurturecove.com](mailto:customerservices@thenurturecove.com) or writing to us at 217 High Street, Gorleston, Great Yarmouth, Norfolk, NR31 6RR.

You can opt out of any tracking by using tools such as Google Analytics opt-out [browser add-on](#) and tools such as [Stands Blocker](#), depending on your browser type and preferred configuration.

You may prevent cookies from being stored in relation to your visit to and use of our website, but please be aware that this may negatively impact how the website works.





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## Data Retention, Erasure and Rectification

The personal data we collect from you will be stored and retained by us for the time necessary to fulfil our services.

We may also retain such data for a reasonable period after our engagements have ended to keep a record of our communications and how you have used the website or for any period as required by applicable law.

### How do I withdraw my consent?

If you are a UK resident, you have the right to access the personal information we hold about you and to ask that your personal information be corrected, updated, or deleted.

This is known as a Subject Access Request. If you would like to exercise this right, please contact us through the information below.

You also have the following rights concerning your personal data:

- You have the **right to know** why your personal data is needed, what will happen to it, and how long it will be retained.
- **Right of access:** You have the right to access your personal data that is known to us.
- **Right to rectification:** You have the right to supplement, correct, have deleted, or blocked your personal data whenever you wish.
- If you give us your consent to process your data, you have the **right to revoke** that consent and to have your personal data deleted.
- **Right to transfer your data:** You have the right to request all your personal data from the controller and transfer it in its entirety to another controller.
- **Right to object:** You may object to the processing of your data. We comply with this unless there are justified grounds for processing.

You can exercise your rights by contacting us via [customerservices@thenurturecove.com](mailto:customerservices@thenurturecove.com) or writing to us at 217 High Street, Gorleston, Great Yarmouth, Norfolk, NR31 6RR.



### 8. Sharing and Transferring Personal Data

We use industry-standard encryption for the transmission of data to our systems. Although we cannot guarantee the absolute safety of data transmission via the Internet, we adhere to industry standards to give your data the most appropriate protection possible.

#### Sharing of Personal Data

As part of our services, the data you provide may be transferred to and stored in countries outside the UK, as we may use a payment gateway provider with servers hosted abroad. A GDPR-compliant provider currently stores this data.

We may also disclose personal data we hold to third parties, with your consent or on the basis of an otherwise lawful reason for doing so under the Legislation. For example:

- To facilitate, provide and improve the products and services we provide to you through our website;
- To analyse the manner in which our services are used by clients or how effective our online shop experience is;
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply any contract with the data subject or other agreements, or to protect our rights, property, or safety of our employees, customers, or others. This includes exchanging information with other companies and organisations for fraud protection and credit risk reduction.

If The Nurture Cove is acquired by a third party, your personal data may be disclosed outside our group. In such a case, the personal data held about our customers will be among the transferable assets. Any such transfer will ensure the confidentiality of your personal data is preserved and that the recipient complies with this privacy policy.

We will never sell your personal data nor share it with any third party unless any of the above apply.



### **9. Use of Third-Party Platforms and Links**

Our Platforms may use Google Analytics, a web analytics service offered by Google Inc. Google Analytics may use small pieces of data, known as cookies, which can be used to track and analyse how you use and operate our Platforms.

Such data would be transferred to and stored on a server in the USA operated by Google, Inc. This data may also be shared with third parties where required by law or other third-party processors used by Google, Inc. Google Analytics will not be active in countries with restrictions on the software.

The payment gateways and other payment transaction processors used by us have their own privacy policies with respect to the information we are required to provide to them for your purchase-related transactions.

You may also find links to third-party service providers on our website.

We advise you to review their privacy policies. We do not accept any responsibility or liability for their policies as we do not exercise any control over them.

### **10. Changes to This Policy**

We may periodically update this policy to reflect changes to our services, regulatory requirements, and customer feedback. Therefore, we recommend that you regularly review this policy to stay informed about how we are protecting your personal data.