



User Privacy Notice

Who We Are

Parentapps ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

Parentapps registered office is at Suite 111, 25 Goodlass Road, L24 9HJ and we are a company registered in England and Wales under company number 09005152.

Our designated Data Manager is Kate Jones, who can be contacted at support@parentapps.co.uk or 0151 808 0093.

Information That We Collect

Parentapps processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

The personal data that we collect through our app:

- Name
- Child's Name
- Date of Birth
- Email
- Home Telephone Number
- Mobile Telephone Number
- Medical information

The personal data we collect via forms on our website for support and sales enquiries:

- Name
- Email
- Landline Telephone Number
- Mobile Telephone Number
- Job title
- Company name
- School name
- IP address
- Cookie identifier

We collect information in the below ways:

- Forms within our apps
- Forms through our website
- Forms with our parent booking systems
- Forms within our online shop



How We Use Your Personal Data

Parentapps takes your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw this consent at any time.

The purposes and reasons for processing your personal data are detailed below:

Contact details for Data Controller purposes

We may contact you for feedback/testimonials on products

Support problems and follow up

Updating Data Controller details

As required by the Data Controller (eg send message/letter through app)

Cookies (website only – not through our app)

Like most other websites, we track user interactions to see how people end up on our website and which pages they navigate through. Upon visiting our website you will be prompted to allow or disable cookie tracking. If you disable cookie tracking we will not have access to this data which is collected by Google Analytics and HubSpot.

Your Rights

You have the right to access any personal information that Parentapps processes about you and to request information about:

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing (where applicable) in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure. Once a request has been made we will contact the Data Controller to process this request.

Sharing and Disclosing Your Personal Information

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement.

Parentapps uses third-parties to provide the below services and business functions; however, all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

WP Engine – We use WP Engine for servers and they act in the capacity of a processor on our behalf. For more information, please read their Privacy Notice at <https://wpengine.co.uk/legal/privacy/>

AWS – We use AWS for cloud-based servers and they act in the capacity of a processor on our behalf. For more information, please read their Privacy Notice at <https://aws.amazon.com/privacy/>

WONDE – We use Wonde for our Parentapp Connect to help schools better manage and securely control their data within our app platform. For more information, please see <https://www.wonde.com/documents>

Website users only:

Google Analytics – We use Google Analytics for statistics on website visitors, demographics and their user journey. You can read more on Google's privacy policy at <https://policies.google.com/privacy?hl=en&gl=uk>

HubSpot (Marketing and Sales Hub) - To create marketing campaigns and automation. To track the pages you have visited on our website and to collect and hold data from interested clients. For more information please see <https://legal.hubspot.com/privacy-policy>

Safeguarding Measures

Parentapps takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, including:

- SSL
- TLS
- Encryptions
- Pseudonymisation
- Restricted access
- IT authentication
- Firewalls
- Anti-virus
- Malware



Special Categories Data

Owing to the products and service we offer, Parentapps sometimes needs to process sensitive personal information about you (known as special category data), on behalf of the Data controller. Where we collect such information, we only request and process what is required by the controller, who has identified a compliant legal basis for doing so. Examples of when such data may be processed would be through a consent form within the app were medical information may be needed to ensure child safety.

Transfers Outside the EU

Personal data in the European Union is protected by the General Data Protection Regulation (GDPR) but some other countries may not necessarily have the same high standard of protection for your personal data. Parentapps does not transfer or store any personal data outside the EU.

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to Parentapps, however, as this information is required to provide you with our services on behalf of our Data Controllers, we will not be able to offer some/all our services without it.

How Long We Keep Your Data

Parentapps only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Lodging A Complaint

Parentapps only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however, you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

