**Privacy notice – customers of The Story Frog Limited**

There are two lawful bases’ for processing data of customers of The story Frog Limited :

Consent and Contract

Consent

Consent is obtained from clients of The Story Frog to collect personal data for the purpose of marketing or to ensure that clients are happy for us to use their information to share our experiences and ideas of Story Frog classes. We have made the request for consent prominent and separate from our terms and conditions and consent is obtained through the following means:

 • In person - Positive opt in on the Story Frog disclaimer form for those customers attending classes

 • Online – Users of our website can choose to subscribe to receive further updates, marketing and newsletters from us

We do not use pre ticked boxes or any other type of default consent and we use clear and plain language which is easy to understand. We ensure that where consent is required we specify why we want the data and what we are going to do with it.

We give separate and distinct consent options for different types of processing.

What data will we ask for?

We may ask for the following information from you:

 • Name

 • Email address

 • Telephone number

 • Home address

 • Childs first name

 • Childs birthday

We will also acquire consent from parents to take photographs of our classes for marketing purposes, we ensure that the person giving consent for photographs to be taken of children and are able to consent on their behalf.

Why do we need your data? What is the purpose?

Personal data is required to contact our customers and let them know of any updates or news regarding our services. Consent will be obtained in order for customer to receive our newsletter and for any other updates.

We will use personal contact information to contact you directly from our central Head Office. We may also share your information with your local Story Frog Teacher in order for them to contact you directly with various offers or events that they are running.

What do we do with your data?

Data is stored centrally and securely.

How long do we keep the data?

Personal data is kept for the duration of time required for the purpose of collecting the data – after such period of time the information shall be deleted from any computer or device, all hard copies will be destroyed by shredding. An annual audit is carried out to ensure that all data is deleted that is no longer required for the purpose of processing.

Photographs are used on our social media pages and shared with other Story Frog teachers in the UK and Ireland. These photographs are used from time to time for marketing purposes and are also displayed on our website www.thestoryfrogphonics.com

Can I withdraw my consent?

Consent can be withdrawn at any time and you can do so easily by either contacting your Story Frog Teacher in person or by emailing or by contacting The Story Frog Head Office at thestoryfrog@icloud.com requests to withdraw consent will be acted on immediately

Online consent can be withdrawn at any time by clicking on the unsubscribe button on the newsletter or by emailing The Story Frog contact/processor.

If you refuse consent to give personal information you will still be able to attend classes as long as you sign a disclaimer form establishing that you are happy to participate and for your child to participate in the class.

Recording consent:

We keep a record of consent given by either – keeping a hard copy of the disclaimer form in a safe place at The Story Frog Head Office or at your Story Frog local office or with online consent – folders are kept showing a list of subscribers who have given consent by subscribing to our service.

Contract:

Where individuals have asked us to provide a quote for or make preparations for a special event such as a preschool class, workshop, training session or birthday classes then contact is the lawful basis under which we process individuals data.

Where individuals have asked us for information as to how to become a story frog franchisee we use contract as the lawful basis with which we use their personal information.

When people contact us what do we do with their data?

For special classes:

 • We will reply to the individual using the contact information they have given in order to provide them with a quote/further information

 • We will share their information with their local Story Frog teacher if required in order to fulfil the contractual obligation between them and their local teacher

 • Once the booking has taken place a record of their personal data will be kept until the event has taken place by head office.

 • Their personal data will then be removed from the system and any hard copies of their personal data will be destroyed. By head office and by Story Frog processors who have used it for the purpose with the exception of invoices which shall be kept for the 7 year period required by HMRC for accounting purposes.

For franchisee enquiries:

 • 1. We will reply to the individual using the contact information they have given in order to provide them with further information

 • We will contact them again one week after initial contact

 • Finally we will contact the individual once more within a six month period of their initial enquiry and then not again unless the individual requires further information.

 • Their personal data will then be removed from the system and any hard copies of their personal data will be destroyed

Individual rights:

The right to be informed

All individuals have the right to be informed of what data is collected, how it is used, for what purpose and how long it is kept as outlined above.

The right to access, rectify and erase information

Individuals have the right to access their information as well as the right to rectify and erase the information we hold. To exercise these rights speak to The Story Frog Head Office and inform them either verbally or in writing of this request and this will be acted upon within one calendar month.

The right to object

Individuals have the right o object to the collection of their personal information or its retention. We will stop processing for direct marketing as soon as objections are received either verbally or in writing to our head office.

The right to rectification, restrict processing and the right to data portability:

All individuals have these rights and the requests can be given verbally or in writing, we will act on the request within one calendar month

How to report a breach:

If you are concerned that there has been a breach of the use of our data you can contact our Head office directly. If you are unhappy with the response further support can be found at https://ico.org.uk/for-the-public/raising-concerns/

The name and contact details of our organisation:

The story Frog Limited

Company number: **10915524**

Data Controller: Kate Daurge

 Arquen House, 4-6 Spicer Street, St. Albans, AL3 4PQ

Telephone number: 07791860059

Email thestoryfrog@icloud.com