

Privacy policy

August 2026



1. Introduction

At CreationLifeAdventure (CLA) we are committed to protecting personal data and respecting the rights of our data subjects – the people whose personal data we collect and use.

This policy explains how we collect, use, store and protect your personal information, as well as how we use cookies and tracking technologies on our website. It is governed by the statutory framework of the United Kingdom:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)
- ICO Age-Appropriate Design Code (Children's Code)
- The Children Act 1989 & 2004

2. Protection & safeguarding of children's data

We recognise that children require specific privacy protections under UK law. The handling of any child's data by CreationLifeAdventure is held to the highest standard of security, care and statutory duty.

Parental consent: We never knowingly collect or process personal data directly from children under 13 without verifiable explicit consent from a parent or legal guardian.

Data minimisation: We only collect the minimum personal details required for safety and activity planning (such as a child's first name, age and voluntary medical/dietary needs).

Safeguarding policy alignment: All records concerning children are handled strictly in accordance with our safeguarding policy. They are stored on encrypted, access-restricted systems accessible only by the Designated Safeguarding Lead plus authorised CLA staff and volunteers that need to see the data.

No marketing to children: Children's data is never used for marketing, profiling, behavioural advertising or commercial exploitation.

Photography & media: Photographs or videos of children are never taken, published or used for promotional purposes without explicit, opt-in consent from a parent or legal guardian. Published media will never include full names or identifying personal details.

3. Information we collect

Provided by parents & legal guardians

When registering for events, submitting booking forms or downloading activity packs:

- **Parent/ Legal guardian details:** Full name, email address, phone number/ emergency contact details and names of other adults in your party
- **Child details:** First name(s), age(s) and voluntary health information including medical, dietary or Special Educational Needs and Disabilities (SEND) for activity safety
- **Communication preferences:** Marketing newsletter opt-in or opt-out preferences

Collected automatically

When visiting our website, technical data may be automatically captured to optimise user experience:

- IP address, device type, browser information, operating system and page interaction timestamps
- Form entry tracking scripts for managing reservation requests

4. How we use your information (legal basis)

Purpose / activity	Type of data	UK GDPR Legal Basis
Processing event bookings & reservations	Parents' contact info; children's names/ ages	Contractual Necessity
Ensuring child safety & medical readiness at events	Emergency contacts; medical/ dietary info	Vital Interests / Explicit Consent
Responding to parent inquiries or support requests	Parent contact info	Legitimate Interest
Sending event reminders or optional newsletter updates	Email address	Consent (Opt-in)
Safeguarding reporting & statutory child protection	Attendance & incident logs	Legal Obligation (Children Act)
Website optimisation & analytics	Cookies & technical data	Consent (Cookie banner)

We will not share your information with others without your consent, unless it is:

- To comply with any legal obligation
- To enforce or apply any contract with you or others
- To protect our rights, property or safety of our employees or others

5. Cookies & tracking technologies

Cookies are small text files stored on your browser or device when visiting our website. They help the website function smoothly, remember preferences and process booking forms.

Strictly necessary cookies

Required for basic website navigation, form security and session state. Exempt from explicit consent requirements under PECR.

Performance & analytics cookies (Randleads CRM tracking)

We use external tracking scripts (such as Randleads CRM tracking) to monitor how visitors interact with our booking forms, measure marketing effectiveness and manage contact requests.

Script Identifier: <https://link.randleads.com/js/external-tracking.js>

6. Data sharing & third parties

We respect your privacy and **never sell, rent, or trade personal data** to third parties for marketing purposes. We only share information under strict confidentiality:

- **CRM & hosting partners:** Secure cloud platforms (such as Randleads CRM and SharePoint) used to process form entries and store encrypted data securely within the UK/EEA
- **Event staff and volunteers:** Named helpers receive attendee lists containing only necessary names, ages and emergency medical details for session safety
- **Statutory safeguarding authorities:** If we have reasonable cause to suspect that a child is experiencing or at risk of significant harm, we have a statutory duty under UK law to report relevant information to Local Authority Multi-Agency Safeguarding Hubs (MASH) or Emergency Services (999)

7. Data security & retention

Security standards

- We are committed to holding your personal information securely. Only authorized CLA staff and authorised volunteers that need to see the data can access it
- We may store your information on computers, in paper form, or both
- We use SSL/TLS encryption, secure cloud servers, multi-factor authentication and strict permission controls to safeguard all electronic personal records
- Any paper files that hold personal information are kept securely in a home office in locked cupboards and filing cabinets or shredded if no longer needed

Retention periods

Event booking records are retained for **2 years** following your last interaction with CreationLifeAdventure, after which they are securely deleted. Safeguarding incident records are retained in accordance with UK statutory guidance.

8. Your legal rights under UK GDPR

As a parent/legal guardian and user, you hold the following rights regarding your personal data (and data held on behalf of your children):

- **Right to access:** Request a copy of the personal data we hold about you or your child
- **Right to rectification:** Request correction of inaccurate or incomplete data
- **Right to erasure ("Right to be forgotten"):** Request deletion of your data when processing is no longer required
- **Right to withdraw consent:** Withdraw consent for marketing or optional cookies at any time

9. Contact us & supervisory authority

If you have questions or wish to exercise any of your data rights, please contact:

Susan Hammond

Phone: +44 7450319810

Email: susan@creationlifeadventure.co.uk

You also have the right to lodge a complaint with the UK data supervisory authority:

Information Commissioner's Office (ICO)

Helpline: 0303 123 1113

Website: ico.org.uk

We are committed to reviewing our policy and good practice annually

This policy was last reviewed on:14/8/26.....

Signed: 

Date:14/8/26.....