

Privacy Policy

How we collect, use and look after your information.

This policy explains what information we collect about you, why we collect it, how we look after it, and the choices you have. It applies when you visit our website, sign up for a free training or resource, buy a course, join the Bumps and Babies Business Club, or get in touch with us.

1 Who we are

We are The Little Rosebuds Academy Ltd, a company registered in England and Wales (company number 17361232). Our registered office is 6 Ellers Lane, Auckley, Doncaster, DN9 3HZ.

We run the Little Rosebuds Academy, the Bumps and Babies Business Club, and courses including Found First. We are the "controller" of your personal information, which means we decide how it is used and are responsible for protecting it.

ICO registration number: ZC042856

If you have any questions about this policy or your information, email hannah@littlerosebudsacademy.com.

2 The information we collect

What	Examples	When we collect it
Contact details	Your name, email address, phone number	When you sign up, buy, book a call or message us
Purchase details	What you bought, the price, the date, your billing address	When you buy a course, training or membership
Payment details	Card details	Taken securely by our payment provider. We never see or store your full card number
Course and membership activity	Your login, which lessons you've watched, your assignments and assessments	When you use our course platform or membership
Messages	Emails, Instagram or Facebook messages, and notes from calls	When you contact us or we speak with you

Website data

The pages you visit, and the device and browser you use

Through the cookies our website and checkout need to work

We don't ask for sensitive information such as health details. If you choose to share something personal with us, for example in a message, we'll only use it to reply to you and support you.

You don't have to give us your information. But we do need your name, email address and payment details to sell you a course or membership and give you access, so we can't do that without them.

We don't make any decisions about you using automated systems or profiling.

3 How and why we use it

The law says we need a lawful reason to use your information. Here's what we use it for, and the reason for each.

What we use it for	Our lawful reason
To process your order, give you access to your course or membership, and support you while you use it	To carry out our contract with you
To mark assessments and issue certificates for accredited training	To carry out our contract with you
To send you the free training or resource you asked for	Your consent
To send you emails about our courses, trainings and offers	Your consent, or, if you've bought from us before, our legitimate interest in telling you about similar courses. You can unsubscribe at any time
To reply to your messages and enquiries	Our legitimate interest in running our business and helping you
To keep financial records and meet our tax obligations	A legal obligation
To protect our courses from misuse, such as shared logins	Our legitimate interest in protecting our business

4 Marketing emails

We'll only send you marketing emails if you've agreed to them, or if you've bought from us and we're telling you about similar courses. Every email has an unsubscribe link at the bottom, and you can also email us to stop them. Unsubscribing won't affect emails about a course or membership you've bought.

5 Who we share it with

We never sell your information. We only share it with trusted services that help us run our business, and only what they need. The main ones are listed below.

6 The services we use

Service	What it does for us
FEA Create (built on HighLevel)	Our website, checkout pages, course platform, email and contact records
Stripe	Taking payments securely
Xero	Bookkeeping and invoices
Our accountant	Preparing our accounts and tax returns
Meta (Instagram and Facebook)	Messages you send us on Instagram or Facebook
Zoom	Live trainings, calls and Club sessions
Accreditation bodies	Confirming your qualification if you complete accredited training with us

We may also share information if the law requires us to, or to protect our legal rights.

Some of these services are based outside the UK, mainly in the United States. Where that happens, they protect your information with safeguards approved under UK law, such as the UK International Data Transfer Addendum or the UK Extension to the EU-US Data Privacy Framework.

7 How long we keep it

Information	How long
Purchase and financial records	6 years after the end of the tax year they relate to, as HMRC requires
Course and membership records, including qualifications	For as long as you have access, and for 6 years after, so we can confirm your qualification if asked
Marketing list details	Until you unsubscribe
Messages and enquiries that didn't lead to a purchase	2 years from our last contact

After that, we delete it or make it anonymous.

8 Cookies

Our website uses cookies, which are small files stored on your device. We only use the cookies our website and checkout need to work properly, such as remembering what's in your basket while you pay.

If we start using cookies for analytics or advertising in the future, we'll ask for your agreement first and update this policy. You can also block or delete cookies in your browser settings.

9 Keeping it safe

We use reputable, secure services, keep access to your information limited to people who need it, and protect our accounts with strong passwords and two step verification where it's available. If something ever went wrong that put your information at risk, we'd follow the law on reporting it and let you know where we need to.

10 Your rights

Under UK data protection law, you have the right to:

- ask for a copy of the information we hold about you
- ask us to correct anything that's wrong or incomplete
- ask us to delete your information, where we don't need to keep it
- ask us to limit how we use it, or object to us using it, including for marketing
- ask us to send your information to you or another organisation in a usable format
- withdraw your consent at any time, where we rely on it

To use any of these rights, email hannah@littlerosebudsacademy.com. We'll reply within one month, and it won't cost you anything.

11 Children

Our courses and services are for adults. We don't knowingly collect information from anyone under 18.

12 Complaints

If you're unhappy with how we've handled your information, please tell us first so we can put it right. You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator, at ico.org.uk or on 0303 123 1113.

13 Changes to this policy

We may update this policy from time to time. The latest version will always be on our website, with the date it was last updated.

Last updated: October 2026

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