

# Privacy Policy

(Updated: 28.6.24)

Welcome to Wild Arts!

At Wild Arts, we are committed to protecting the privacy of the children and families who participate in our home education forest school programs. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our services, including our use of Meta ads. Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access our services.

## 1. Information We Collect

We may collect information about you and your children in a variety of ways. The information we may collect includes:

- **Personal Information:** We may collect personally identifiable information, such as your name, email address, phone number, and other contact details when you register for our programs or subscribe to our newsletters.
- **Children's Information:** We may collect information about your children, such as their names, ages, and any relevant health information necessary for their participation in our forest school programs.
- **Payment Information:** When you make a payment for our services, we may collect payment information, including billing address and payment card details.
- **Usage Information:** We may collect information about your interactions with our website, including IP address, browser type, operating system, referring URLs, and pages visited.
- **Image Sharing:** During the sessions Wild Arts may photograph or record your child's engagement with an experience for educational and marketing purposes. Wild Arts will provide a photography consent form for parents or carers to complete prior to beginning the sessions which, allows the parents to choose how images are shared, if at all.

## 2. How We Use Your Information

We use the information we collect in the following ways:

- **To Provide Services:** To enroll your children in our programs, communicate with you, and provide the services you request.
- **To Improve Our Services:** To understand how our services are used and to improve and personalize our offerings.
- **Marketing and Advertising:** We use Meta ads to reach potential new families who might benefit from our programs. This involves sharing certain information with Meta (formerly Facebook) to target our ads effectively. This may include your interactions with our website and general location data.
- **Communication:** To send you newsletters, updates, and other information related to our services.

- **Compliance and Safety:** To comply with legal obligations and protect the safety and integrity of our programs and participants.

### **3. How We Share Your Information**

We do not sell or rent your personal information to third parties. However, we may share your information in the following circumstances:

- **Service Providers:** We may share your information with third-party service providers who perform services on our behalf, such as payment processing, email delivery, and advertising.
- **Legal Obligations:** We may disclose your information if required to do so by law or in response to valid requests by public authorities.
- **Business Transfers:** In the event of a merger, acquisition, or other business transaction, your information may be transferred as part of that transaction.

We use Meta ads to promote our home education forest school programs, which may involve sharing non-identifiable user data, such as browsing behavior and general location, with Meta (formerly Facebook) to deliver targeted advertisements.

### **4. Children's Privacy**

We take special precautions to protect the privacy of children. We do not share personal information from children without parental consent, unless required for safeguarding purposes. Please see our safeguarding policy for more information.

### **5. Data Security**

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken steps to secure the personal information you provide to us, please be aware that no security measures are perfect or impenetrable.

### **6. Your Privacy Rights**

Depending on your location, you may have certain rights regarding your personal information, such as the right to access, correct, or delete your information. If you wish to exercise any of these rights, please contact us at [wildhearthomeed@gmail.com](mailto:wildhearthomeed@gmail.com).

### **7. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by updating the "Last Updated" date of this Privacy Policy. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

### **8. Contact Us**

If you have any questions or concerns about this Privacy Policy or our practices, please contact us at:

Wild Arts Atelier LLP  
12C Park Crescent

wildhearthomeed@gmail.com

07871219774

Please contact us via email to arrange a phone call first.