

7.4 Website and Social Media Policy and Privacy Notice

This policy will explain areas of this website that may affect your privacy and personal details, how we process, collect, manage and store those details and how your rights under the UK GDPR, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations (PECR), and the Data Use and Access Act 2025 (DUAA) are adhered to, and how we meet relevant obligations under the Online Safety Act 2023 where applicable. Additionally, it will explain the use of cookies or software, advertising or commercial sponsorship from third parties, and the download of any documents files or software made available to you (if any) on this website. Further explanations may be provided for specific pages or features of this website in order to help you understand how we, this website and its third parties interact with you and your computer / device in order to serve it to you. Our contact information is provided if you have any questions.

We regularly review our data processors to ensure they comply with UK data protection and online safety legislation. Each third-party provider (e.g., Wix, Eventbrite, Mailchimp, Typeform) has contractual agreements with The Lloyd Park Children's Charity to protect personal data and ensure secure processing.

If any providers store or process data outside the UK, we ensure appropriate safeguards, such as adequacy decisions or Standard Contractual Clauses, are in place.

The Data we gather and how it is stored.

The Lloyd Park Children's Charity collects certain information or data about you when you use our website.

We Collect:

- questions, queries or feedback you leave, including your email address if you contact us
- your email address when you subscribe.
- your Internet Protocol (IP) address, and details of which version of web browser you used

- information on how you use the site, using cookies and page tagging techniques.
- limited usage data (such as device type, location by region, or time spent on site) for analytics purposes, anonymised where possible.
- content or communications posted to our social media pages, where users engage with us publicly (e.g. comments, likes, shares).

This data can be viewed by authorised workers at the Lloyd Park Children's Charity and supplier organisations to:

- improve the site by monitoring how it is used to gather feedback to improve our services.
- respond to any feedback you send us, if you've asked us to.
- send email alerts to users who request them.
- allow you to access our services and make bookings and receive updates about such bookings.
- provide you with information about our services if you request it.

Types of personal data collected by TLPC and third party platforms and how they are stored.

The DPA & GDPR May 2018

We, and this website, complies to the DPA (Data Protection Act 1998) and already complies to the GDPR (General Data Protection Regulation) which came into effect from May 2018.

Lawful Basis for Processing

We process personal data on one or more of the following lawful bases:

- Consent – where you have given explicit consent (e.g. newsletter subscription).
- Contract – where processing is necessary to deliver services, bookings, or event participation.
- Legal obligation – where required by law or regulation.
- Legitimate interests – where processing helps us improve our services or manage operations, balanced against your privacy rights.

In line with the Data Use and Access Act 2025, we may rely on “Recognised Legitimate Interests” for limited non-sensitive processing activities, such as analytics or service improvement.

Donations/Payments:

We use card payments, Paypal, Google and Apple Pay for taking payments/donations via our Wix website. For donations, Wix holds personal details including name, email and a transaction ID.

Bookings:

We use Eventbrite (A ticketing and event registration platform) for booking an event and taking payments collecting personal details and billing details.

Registrations and Information Updates:

We use Typeform for data collection including referrals, registrations and surveys.

Newsletter Subscription:

Users can subscribe to our newsletter directly via our website and also via subscribe button on event bookings on Eventbrite. Data from both added to Mail Chimp, where it is stored.

Children and Online Safety

We are committed to ensuring that all online and social media interactions are safe for children and families. In accordance with the Online Safety Act 2023 and the Children's Code (Age-Appropriate Design Code):

- We do not knowingly collect or store personal data from children under 13 without verified parental consent.
- Any content shared online by or featuring children will only be posted with parental permission.
- We actively monitor our social media platforms for inappropriate or harmful content and will remove or report such content immediately.
- We encourage parents and carers to supervise children's online engagement with our platforms.

Website Visitor Tracking

This website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie to your browsing device in order

to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

Cookies

Our website uses cookies and similar technologies to provide a safe, secure, and tailored experience to all visitors.

Cookies are small text files stored on your device when you visit our website. Some cookies are essential for the site's core functionality, while others help us understand how you use our website, so we can improve our services and support children and families in our community.

We use:

- **Strictly necessary cookies:** Required for the website to work, such as enabling page navigation and access to secure areas. These cookies do not store personal data.
- **Functionality cookies:** Remember your preferences, such as language or region, so you have a consistent experience.
- **Performance and analytics cookies:** Collect anonymous information on website usage. This helps us analyse and enhance how visitors interact with our site but does not identify individual users.
- **Marketing cookies:** With your consent, may be used to show relevant information or campaigns. These cookies will never be set without your permission.

Cookie consent is managed through our cookie banner, where you can accept, reject or customise your preferences. You may also change your settings or withdraw consent at any time via your browser or our cookie management tool.

Please note: disabling cookies may affect functionality or limit access to certain features.

We review cookies periodically to ensure they are strictly necessary, functional, or analytical and comply with PECR. Non-essential cookies will only operate after you provide consent via the cookie banner.

To see the full list of cookies used by our website follow this link:

<https://support.wix.com/en/article/cookies-and-your-wix-site>

Downloads & Media Files

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party antivirus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third party anti-virus software or similar applications.

Disclaimer on our website:

While care has been taken in assembling this website, the statements contained herein are believed to be accurate. However, The Lloyd Park Children's Charity assumes no liability for any loss, damage, or inconvenience arising from inaccuracies. We make no express or implied warranties regarding the quality, accuracy, or completeness of the information provided.

To the extent permitted by law, we exclude all liability for loss or damage—whether direct, indirect, or consequential—resulting from your use of this website or any information or omissions therein. Additionally, we cannot control the content of external pages maintained by other providers or organisations accessible through our site.

Please note that the listing of external products and services does not necessarily imply endorsement by The Lloyd Park Children's Charity. If you identify any errors or outdated information, please contact our team via email to lpc@tlpcc.org.uk

Contact & Communication with us

Users contacting us through this website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you products/services information through a mailing list system. This is done in accordance with the GDPR regulations.

Email Mailing List & Marketing Messages

We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process (Typeform or Microsoft Forms) where they have given their explicit permission. Subscriber personal details are collected, processed, managed and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe at any time through an automated online service, or if not available, other means as detailed in the footer of sent marketing messages. The type and content of marketing messages subscribers receive, and if it may contain third party content, is clearly outlined at the point of subscription. Email marketing messages may contain tracking beacons/tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages.

Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data.

Our EMS (email marketing service) provider is Mailchimp and you can read their privacy policy in the resources section.

External Website Links & Third Parties

Where we provide links to websites of other organisations, this privacy notice does not cover how that organisation processes personal information. We encourage you to read the privacy notices on the other websites you visit

Shortened URL's; URL shortening is a technique used on the web to shorten URL's (Uniform Resource Locators) to something substantially shorter. This technique is especially used in social media and looks similar to this (example: <http://bit.ly/zyVUBo>). Users should take caution before clicking on shortened URL links and verify their authenticity before proceeding.

We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Policy & Usage

We adopt a Social Media Policy to ensure our Charity and our staff conduct themselves accordingly online.

- We follow each platform's community and safety standards and expect the same from users.
- We reserve the right to delete comments, posts, or messages that are abusive, discriminatory, or harmful, in line with our safeguarding principles.
- Where our social media activity involves user-generated content (e.g., photos, stories, or feedback), we will obtain consent before posting.
- **We comply with Ofcom's Online Safety guidance on protecting children and vulnerable individuals from harmful material.**

While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page. You can find further information about some social media privacy and usage policies in the resources section below.

Questions & Concerns

If you have any questions or comments, or if you want to update, delete, or change any Personal Information we hold, or you have a concern about the way in which we have handled any privacy matter, please contact us to send us a message. You may also contact us by email at: lpc@tlpcc.org.uk

If you are not satisfied with how we handle your personal data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk/concerns.

Resources & Further Information

- Overview of the GDPR - General Data Protection Regulation [overview-of-the-gdpr-1-13.pdf \(ico.org.uk\)](#)
- Data Protection Act 2018 <https://www.legislation.gov.uk/ukpga/2018/12/contents>
- Privacy and Electronic Communications Regulations 2003 [The Privacy and Electronic Communications \(EC Directive\) Regulations 2003 \(legislation.gov.uk\)](#)

- The Guide to the PECR 2003 [Guide to Privacy and Electronic Communications Regulations | ICO](#)
- Instagram Privacy Policy [Meta Privacy Policy – How Meta collects and uses user data | Privacy Centre | Manage your privacy on Facebook, Instagram and Messenger | Facebook Privacy](#)
- Facebook Privacy Policy (See Meta Privacy Policy above)
- Google Privacy Policy [Privacy Policy – Privacy & Terms – Google](#)
- Eventbrite <https://www.eventbrite.co.uk/help/en-gb/articles/460838/eventbrite-privacy-policy/>),
- LinkedIn Privacy Policy [LinkedIn Privacy Policy](#)
- Mailchimp Privacy Policy [Mailchimp's Legal Policies | Mailchimp](#)
- Type Form Privacy Policy [Security & privacy standards at Typeform - Help Center | Typeform](#)
- Microsoft Privacy Policy [Microsoft Privacy Statement – Microsoft privacy](#)
- Paypal Privacy Policy <https://www.paypal.com/webapps/mpp/ua/privacy-full>
- Canva Privacy Policy [Privacy Policy \(canva.com\)](#)
- You Tube Privacy Policy [Privacy Policy – Privacy & Terms – Google](#)
- Workplace Privacy Policy [Workplace Privacy Policy | Workplace from Meta](#)
- Wix <https://www.wix.com/about/privacy>

Policy Name	
Version Number	V2 – New Policy 2024
This policy was developed by	Governance Group
These people were consulted/involved in developing the policy	Data Protection Leads Senior Leadership Team Safeguarding Team Pre School Learning Alliance LBWF Governance group
This Policy was adopted by	Trustee Board

Date	November 2025
Signed	Bisi Oyekanmi
Review Date	September 2026