



# Privacy Policy

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**Last updated:** 9<sup>th</sup> January 2026

At DNA Kids, we are committed to protecting your privacy and safeguarding your personal data. This Privacy Policy explains how we collect, use, store and protect your information, and your rights under data protection law.

If you have any questions about this policy or how we handle your data, please contact us at [hello@dnakids.co.uk](mailto:hello@dnakids.co.uk).

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## 1. Who We Are

DNA Kids Ltd  
DNA House, Rydal Drive  
Maldon, Essex  
CM9 5LG

Email: [hello@dnakids.co.uk](mailto:hello@dnakids.co.uk)

Phone: 01245 401 401

DNA Kids Ltd is the **data controller** responsible for your personal data.

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## 2. What Information We Collect

When you contact us or book a party, we may collect:

- Parent / guardian name
- Child's first name and age (where relevant to the party)
- Contact details (email address, telephone number, postal address)
- Event details (date, time, venue, party type)
- Payment and transaction details (processed securely via third-party providers)
- Communications with us (emails, calls, messages)
- Feedback, reviews and survey responses

We also collect limited **technical data** when you use our website, such as:

- IP address
  - Device and browser type
  - Pages visited and usage data
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### 3. How We Use Your Information

We use your personal data to:

- Manage and deliver party bookings and related services
  - Communicate important information about your booking
  - Process payments and prevent fraud
  - Request and analyse feedback to improve our services
  - Respond to enquiries and customer support requests
  - Administer competitions, offers or promotions (where applicable)
  - Improve our website, systems and user experience
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### 4. Marketing Communications

When you book with DNA Kids, we may send you **service-related communications** about your booking.

We may also send **marketing communications** (such as news, offers or promotions) where:

- you have opted in, or
- we are permitted to do so under legitimate interest and applicable law

You can opt out of marketing at any time by:

- clicking the unsubscribe link in our emails, or
- emailing [hello@dnakids.co.uk](mailto:hello@dnakids.co.uk)

Opting out of marketing will **not** affect important booking-related communications.

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### 5. Lawful Basis for Processing

Under UK GDPR, we process personal data based on one or more of the following lawful grounds:

- **Contract** – to fulfil party bookings and services
  - **Legitimate interests** – to operate and improve our business responsibly
  - **Legal obligation** – where required by law
  - **Consent** – where you have explicitly provided it
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## 6. Sharing Your Information

We do **not** sell your personal data.

We may share limited information with trusted third parties where necessary, including:

- Payment processors
- IT and system providers
- Customer communication platforms

All third parties are required to keep your data secure and only use it for the purposes specified by us.

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## 7. Payment Security

Payment card details are processed securely using encrypted, PCI-DSS-compliant payment gateways. DNA Kids does **not** store full card details.

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## 8. Cookies

Our website uses cookies to:

- enable core site functionality
- understand how visitors use the site
- improve performance and user experience

Cookies do not store sensitive personal information.

You can control or disable cookies via your browser settings.

For more information, please refer to your browser's help documentation.

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## 9. Data Security

We take appropriate technical and organisational measures to protect your personal data, including:

- secure systems and access controls
- encrypted data transmission
- staff training and internal policies

While no system is completely secure, we work hard to protect your information.

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## 10. Data Retention

We retain personal data only for as long as necessary:

- to fulfil the purpose it was collected for
- to comply with legal and regulatory obligations

Booking and financial records may be retained for statutory periods.

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## 11. Your Rights

You have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data (where applicable)
- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact [hello@dnakids.co.uk](mailto:hello@dnakids.co.uk).

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## 12. Accessing and Updating Your Information

You can access or update your booking details by:

- contacting our customer services team, or
- logging into **My DNA Kids** (where available)

For security, we may require verification before making changes.

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## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect legal, technical or business changes.

We recommend checking this page periodically to stay informed.

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## 14. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

- Email: [hello@dnakids.co.uk](mailto:hello@dnakids.co.uk)
- Call: [01245 401 401](tel:01245401401)