

# Early Days Baby Scan Ltd Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

- Contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- Who we share information with
- How to complain

## Contact Details

Post: Early Days Baby Scan Ltd, Ground Floor, 4 Cheapside, Wakefield,  
West Yorkshire, WF1 2SD

Telephone: 01924 694106

Email: [enquiries@earlydaysbabyscan.co.uk](mailto:enquiries@earlydaysbabyscan.co.uk)

## What information we collect, use, and why

We collect or use the following information to **provide services and goods**:

- Names and contact details
- Addresses
- Date of birth
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Health information (including dietary requirements, allergies and health conditions)
- Photographs or video recordings
- Information relating to compliments or complaints

We also collect or use the following special category information to **provide services and goods**. This information is subject to additional protection due to its sensitive nature:

- Health information

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information
- Health and safety information
- Safeguarding information

We also collect or use the following special category information to **comply with legal requirements**. This information is subject to additional protection due to its sensitive nature:

- Health information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Purchase or service history
- Customer or client accounts and records
- Financial transaction information
- Correspondence

We also collect the following special category information for **dealing with queries, complaints or claims**. This information is subject to additional protection due to its sensitive nature:

- Health information

## Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)

- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

## Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Vital interests - collecting or using the information is needed when someone's physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

## Where we get personal information from

- Directly from you

## How long we keep information

Early Days Baby Scan will keep a secure record of client data, to include reports and images plus contact details, for 30 years from the date of the scan in line with guidelines.

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

## Who we share information with

Data processors:

### **Timely**

This data processor does the following activities for us: appointment diary management

## Others we share personal information with

- Insurance companies
- Organisations we need to share information with for safeguarding reasons
- External auditors or inspectors
- Organisations we're legally obliged to share personal information with

## How to complain

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

**Email:** [enquiries@earlydaysbabyscan.co.uk](mailto:enquiries@earlydaysbabyscan.co.uk)

**Telephone:** 01924694106

**Post:** Early Days Baby Scan Ltd, Ground Floor, 4 Cheapside, Wakefield, West Yorkshire, WF1 2SD

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>