

Bloom Childcare

Privacy Notice for Parents and Carers

Document Register Detail			
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Responsible Person:	Mark Johnson - MD	Status:	Live

1. Who We Are

Bloom Childcare (Bloom Group NW Ltd) is the data controller for the personal information we hold about you and your child. This notice explains what information we collect, why, and what your rights are. It is a plain-language summary of our full Confidentiality and Data Protection (GDPR) Policy (B0033), which is available from your Setting Manager on request.

2. What Information We Collect

We collect and hold information about your child and your family, including:

- Your child's name, date of birth, address and contact details
- Parent/carers names, contact details and relationship to the child
- Emergency contact and authorised collection details
- Health, medical, dietary and allergy information
- Developmental observations, progress records and learning journeys
- Attendance records, including funded early years entitlement hours submitted via iConnect
- Photographs and videos taken with your consent
- Safeguarding and welfare information, where relevant

3. Why We Collect It and Our Legal Basis

We collect this information to deliver safe, high-quality early years care and education, to meet our statutory duties under the EYFS Statutory Framework 2026, and to claim funded entitlement hours on your behalf where applicable. Our legal bases include performance of our contract with you, compliance with our legal obligations, and, for special category data such as health information, safeguarding your child's vital interests and substantial public interest in safeguarding children.

4. How We Store and Protect Your Information

Paper records are kept in locked cabinets or rooms, accessible only to authorised staff. Digital records are held on secure, password-protected systems with access restricted to relevant roles, and are regularly backed up.

5. Who We Share Information With

We share information on a need-to-know basis, and only:

- With your consent, where consent is the appropriate basis
- With Bloom-approved third-party processors under a written data sharing agreement (for example our nursery management software providers)
- With the relevant Local Authority, where required for funded early years entitlement claims
- With safeguarding authorities, Ofsted, or other bodies where the law requires it

Safeguarding exception: information may be shared without consent where a child is at risk of harm, or where required by safeguarding authorities, in line with Working Together to Safeguard Children 2023. This overrides confidentiality where a child's welfare is at risk.

6. Photographs and Social Media

- We obtain your written (or recorded online) consent before any photograph of your child is taken or shared
- Images are used only for the purpose you consented to
- Staff use Bloom-issued devices only for photographs of children, and images are deleted from devices once uploaded to your child's record

7. How Long We Keep Your Information

We keep records only for as long as necessary, in line with our Retention Schedule. Safeguarding records are retained until your child's 25th birthday, in line with statutory guidance.

8. Your Rights

As a data subject (or on behalf of your child), you have the right to:

- Be informed about how your data is used
- Access your personal data via a Subject Access Request
- Request rectification, erasure, or restriction of processing
- Object to processing, and to automated decision-making where it applies
- Complain to the Information Commissioner's Office (ICO) if you believe we have not handled your data correctly - www.ico.org.uk

We will respond to a Subject Access Request within one calendar month.

9. Reporting a Concern or Data Breach

If you believe your information has been shared or handled incorrectly, please contact your Setting Manager in the first instance, who will refer the matter to Bloom's Data Protection Lead. Any confirmed data breach affecting your information will be reported to the ICO within 72 hours where required by law, and we will tell you if it affects your child directly.

10. Contact Us

If you have any questions about this notice, or wish to exercise any of your rights, please speak to your Setting Manager or contact Bloom Childcare's Data Protection Lead.

11. Related Policies

This notice is a summary of: Confidentiality and Data Protection (GDPR) Policy (B0033) | Safeguarding and Child Protection Policy (B0027) | Complaints Policy (B0016)

12. Review



This notice is reviewed annually, or sooner following any legislative change or ICO guidance update, alongside B0033.