



## Privacy Notice – Flying Start Universal Services (including Luton Family Hubs)

### ***Introduction***

At the Early Years Alliance, we take your privacy seriously and are committed to ensuring that your personal data is protected in accordance with data protection laws and used in line with your expectations.

This privacy notice explains what personal data we collect, why we collect it, how we use it, the control you have over your personal data and the procedures we have in place to protect it.

When we refer to “we”, “us” or “our”, we mean the Early Year Alliance. The privacy team at Early Years Alliance can be contacted at [dataprotection@eyalliance.org.uk](mailto:dataprotection@eyalliance.org.uk)

Our full legal information as a data controller is:

Early Years Alliance is the trading name for Pre-school Learning Alliance, a charity registered in England Wales (number 1096526) and a company incorporated in England and Wales (number 4539003) with its registered office address at 50 Featherstone Street, London, England, EC1Y 8RT.

### ***What personal data we collect***

We collect personal data about you and your child to provide care and learning tailored to meet your individual needs.

Personal data that we collect about you includes: your name, home address, phone number, email address, ethnicity, gender and expected due date if you are pregnant. We may collect other data from you when you voluntarily contact us.

Personal details that we may obtain from you for your child includes your child's: name, date of birth, address, doctor's details, and health/allergy, language, development and any special educational needs information. We may also ask for information about who has parental responsibility for your child and whether your child is registered with any other agencies for example early years childcare or education settings or professionals to support an Early Health Assessment.

If we are running a crèche to support a parenting programme we may ask for other information on your child to help settle them. We will also ask for emergency contact details while your child is in crèche, this is a name and contact number. When you provide emergency contact details, before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and for us to process that personal information in accordance with this privacy notice.

We collect this information in a variety of ways. For example, data will be collected from you directly in the registration/booking form, from a professional on your behalf supporting your referral and during any conversations we have with you.

### ***Why we collect personal data and the legal basis for handling your data***

**With your consent** we use personal data about you and your child, as it is necessary to provide our Flying Start services. This includes using your data in the following ways:

- to support your booking onto a parenting programme or workshop, including virtual delivery such as Zoom or Teams;
- to support identifying the most appropriate service for you to access either from Flying Start or our partners;
- your child's wellbeing and development;
- to effectively manage any special education, health or medical needs of your child whilst attending any activities we are offering;
- to inform you about the activities undertaken and your child's development; and
- to enable us to respond to any questions you ask

We have a legal obligation to process safeguarding related data about you or your child should we have concerns about your or her/his welfare.

### ***Who we share your data with***

In order to deliver Flying Start services, it is necessary for us to share data about you and/or your child:

- if we are legally required to do so, for example, by a law enforcement agency, court or the Charity Commission;
- to enforce or apply the terms and conditions of you leaving your child in a crèche (if being offered);
- to protect your child and other children; for example by sharing information with medical services, social services or the police;
- our insurance underwriter (only where applicable);
- if it is necessary to protect our rights, property or safety or to protect the rights, property or safety of others.

We may also share service users' data in an anonymised manner with Luton Council Public Health and Bedfordshire & Luton Community Foundation the organisations that have commissioned the service.

We will never share your data with any organisation to use for their own purposes.

### ***How do we protect your data?***

We take the security of your personal data seriously. We have internal policies and strict controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed and to prevent unauthorised access.

### ***Where do we store your data?***

All data you provide to us is stored on secure computers or servers located within the UK or

European Economic Area.

### ***How long do we retain your data?***

We will only retain your personal data for as long as necessary and in line with the Early Years Alliance retention policy to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

### ***Your rights with respect to your data***

As a data subject, you have a number of rights. You can:

- request to access, amend or correct the personal data we hold about you and/or your child;
- request that we delete or stop processing your and /or your child's personal data, for example where the data is no longer necessary for the purposes of processing; and
- request that we transfer your and your child's personal data to another person.

If you wish to exercise any of these rights at any time, please contact Christine Rogers (Flying Start Implementation Manager) on 07525 705994 or by emailing [christine.rogers@eyalliance.org.uk](mailto:christine.rogers@eyalliance.org.uk)

Alternatively contact Helen Middleton (Business Development Manager Central England ) on 07918 055740 or by emailing [helen.middleton@eyalliance.org.uk](mailto:helen.middleton@eyalliance.org.uk)

### ***How to ask questions about this notice***

If you have any questions, comments or concerns about any aspect of this notice or how we handle your data please contact Christine Rogers, Helen Middleton or speak to a member of the Flying Start Team.

### ***How to contact the Information Commissioner Office (ICO)***

If the manager is not able to address your concern, please raise a complaint with our privacy team at [dataprotection@eyalliance.org.uk](mailto:dataprotection@eyalliance.org.uk)

or telephone 020 7697 2593.

If you are concerned about the way your data is handled and remain dissatisfied after raising your concern with our privacy team, you have the right to complain to the Information Commissioner Office (ICO). The ICO can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or <https://ico.org.uk/>

### ***Changes to this notice***

We keep this notice under regular review. Any changes to this notice will be posted at [www.flyingstartluton.com](http://www.flyingstartluton.com) so that you may be aware of how we use your data at all times.

**Date of this privacy notice**

This privacy notice was last updated in May 2025.



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**earlyyears alliance** is a trading name  
of Pre-school Learning Alliance

Registered as a limited company in  
England and Wales No.4539003

Registered as an educational charity  
Reg office: 50 Featherstone Street  
London EC1Y 8RT

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