

## LittleLink ID – Dashboard Privacy Policy

Effective Date: 7 March 2026

Version: 1.0

### 1. Introduction

This Privacy Policy explains how LittleLink ID (“LLID”, “we”, “us”) processes personal data in connection with the LittleLink ID dashboard platform.

This policy applies to registered childcare providers who use the LLID dashboard and to personal data processed within the platform.

LLID is committed to safeguarding, minimal data design, and compliance with UK data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### 2. Data Protection Roles

#### Child Safeguarding Data

For personal data relating to children and emergency contacts entered into the dashboard, the childcare provider is the data controller.

LLID acts as a data processor, processing such data only on the documented instructions of the childcare provider.

#### Provider Account Data

For personal data relating to provider accounts (such as name, email address, login credentials, and billing details), LLID acts as the data controller.

### 3. Personal Data Processed

#### A. Provider Account Data (Controller Role)

We may process:

- Name
- Business name
- Email address
- Login credentials
- Billing information
- Subscription status

Payment card details are processed securely by Stripe and are not stored by LLID.

## B. Safeguarding Data (Processor Role)

As instructed by the childcare provider, LLID may process limited safeguarding-related personal data, including:

- Child initials
- Age bracket
- Optional parent-approved blurred image
- Emergency contact details
- Controlled communication routing data

LLID does not require or request full medical records or excessive personal data.

## 4. Lawful Basis

Childcare providers are responsible for establishing a lawful basis for processing safeguarding data under UK GDPR and for informing parents and emergency contacts about use of LLID.

LLID processes safeguarding data solely on the instructions of the childcare provider in accordance with Article 28 UK GDPR.

For provider account data, LLID processes data on the basis of:

- Performance of a contract
- Legal obligations
- Legitimate interests in operating and securing the platform

## 5. Data Retention

Provider account data is retained for the duration of the subscription and for a limited period thereafter where required for legal, tax, or accounting purposes.

Safeguarding data stored within the dashboard is securely deleted within 7 days of account cancellation unless retention is required by law.

## 6. Security Measures

LLID implements appropriate technical and organisational measures to protect personal data, including:

- Encryption in transit and at rest
- Secure hosting within the United Kingdom
- Access controls and authentication protections
- Role-based access restrictions

No system can guarantee absolute security; however, LLID takes reasonable and proportionate steps to safeguard data.

## 7. Sub-Processors

LLID uses trusted third-party service providers to deliver elements of the platform. These include:

- Stripe (payment processing)
- Twilio (communication routing services)
- Brevo (campaign email communications)
- Secure UK-based hosting providers

All sub-processors are subject to appropriate data protection safeguards.

## 8. International Transfers

Personal data is stored within the United Kingdom or in jurisdictions recognised as providing adequate data protection safeguards under UK GDPR.

Where data is transferred outside the UK, appropriate safeguards are implemented.

## 9. Data Breaches

In the event of a personal data breach affecting the dashboard, LLID will notify affected childcare providers without undue delay in accordance with applicable data protection law.

## 10. Data Subject Rights

Individuals have rights under UK GDPR, including the right to:

- Access their personal data
- Request rectification
- Request erasure
- Restrict processing
- Object to processing
- Lodge a complaint with the Information Commissioner's Office (ICO)

Requests relating to safeguarding data should be directed to the relevant childcare provider as data controller.

Requests relating to provider account data may be directed to LLID.

## 11. Contact Details

LittleLink ID is a trading name of Karean Carr.

Registered business address:

LittleLink ID  
4th Floor  
14 Museum Place  
City Centre  
Cardiff

CF10 3BH  
United Kingdom

Support enquiries: [support@littlelinkid.co.uk](mailto:support@littlelinkid.co.uk)

You have the right to lodge a complaint with the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).