



Privacy Policy

This privacy policy will help you to understand what data we collect, why we collect it, and what we do with it. Please do contact us if you have any questions.

Our contact details:

Name: Savannah Senior

Address: Surrey, GU21 5RR

Phone Number: +447918311861

E-mail: savannah@learntofeed.com

Website: www.learntofeed.com

The type of personal information we collect:

In order to provide a high-quality service, a range of information may be collected. We collect and process the following information:

Personal Identifiers

This information includes data that can identify you. Some examples include:

- Client's name and date of birth
- Client's contact information (address, phone number, email address)
- Next of kin details

Health Records

This information includes data related to you as the birthing or breastfeeding parent and your baby/child's health. Some examples include:

- The name, address, and phone number for your GP
- Details of other relevant health professionals i.e., NHS SLT
- Pregnancy and birth history
- Medical history
- Development history

Education Records

This information includes data related to your child's education. Some examples include:

- The name, address, and phone number for your child's nursery or school
- Education, Health, and Care Plans
- Progress notes or school reports

Clinical Records

This information includes data relating to feeding skills. Some examples include:

- Feeding history
- Assessment reports
- Case notes
- Emails/text messages
- Audio and video files

General Administrative Records

This information includes data relating to general administration surrounding your case. Some examples include:

- Appointments booked
- Cancelled appointments
- Accident report forms

Financial Records

This information includes financial data relating to payment for services. Some examples include:

- Card payments
- Receipts and invoices
- Name and address of the bill payer
- Record of payments made

Website

You may use the Learn to Feed (www.learntofeed.com) without providing any personal information. If you would like to make an enquiry via the website, you are required to provide your contact details such as your name, email address and contact number. This will allow us to respond to your enquiry.

If your enquiry does not result in an appointment, your information will be deleted. If your enquiry is followed by an appointment, your information will be added to our records.



Date: 24/10/2025



If you sign up or opt in to our newsletter, your email address will be kept on record. You may unsubscribe from this at any time. When you unsubscribe, your email address will be deleted from our records.

If you make a purchase through our website, your information will be stored on our website host, Wix. Only the details you provide during purchase will be stored here.

How we get the personal information and why we have it:

Most of the personal information we process is provided to us directly by you or in the case of a baby/child (under 16 years old), you as their parents/guardians. We also receive personal information indirectly with prior consent. This information may be received from the following sources:

- Other health care professionals
- Alternative and allied professionals
- Nurseries and schools

This information is provided for one of the following reasons:

- You require a breastfeeding assessment and/or intervention
- Your baby or child requires a feeding assessment and/or intervention
- You require education relating to infant feeding or your baby/child's feeding difficulties
- You have opted-in or signed up to our newsletter
- You have made a purchase on our website

We use the information that you have given us in order to:

- Provide quality and appropriate assessment and interventions
- Provide holistic services
- Provide personalised assessment and intervention
- Provide personalised education in relation to feeding
- Contact you in relation to your or your baby/child's care
- Maintain the running of the business
- Conduct clinical audits to assess and improve our services. Results of audits are always presented with all client identities removed
- Share information with you

We may share this information to third parties with your consent. These third parties include:

- Other professionals involved in your or your baby/child's care such as the GP, hospitals, educational facilities, and other allied health professionals.



Date: 24/10/2025



- Financial information may be shared with Learn to Feed's accountant in order to comply with local tax laws. For further information on their privacy policy, please contact us.
- Information may be used for research or teaching purposes with written consent from yourself or a parent/guardian.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information is your consent. You can withdraw your consent at any time. You can do this by contacting savannah@learntofeed.com.

For legal reasons, we will share personal information with companies and organisations if the disclosure of information is reasonably required to:

- Meet any applicable, regulation, legal process, or enforceable government request
- Meet the requirements of the Children's Act 2015
- To protect against harm to the rights, property, or safety of Learn to Feed, our service users and the public as required or permitted by law

How we store and protect your personal information:

We will aim to protect your data in a number of ways, this includes:

- Limiting the data we collect to adequate and relevant information
- Keeping only the data that is required
- Limiting accessibility to third parties
- Retaining the data for only as long as required (see below) and destroying the data securely and confidentially after the period of retention has elapsed
- Ensuring data is up-to-date and accurate
- Removing personal identifiers where they are not required

Your information is securely stored in our systems to ensure that your data is protected. We store information in the following ways:

Electronic Data:

- Learn to Feed uses an electronic system called WriteUpp which is compliant with general data protection regulations
- Prior to being uploaded to WriteUpp, documents may be temporarily stored on a cloud system which is only accessible via a password held by the therapist or consultant working with you
- Any documents or programmes containing confidential information are password protected
- Video recordings/voice recordings relating to your or your baby/child's care will be analysed and then securely destroyed. If

written consent has been provided to use recordings for training purposes, you are able to withdraw your consent at any time

- If you have opted-in or signed up to our newsletter, your email address will be stored via our website host, Wix, which is compliant with general data protection regulations. If you unsubscribe, your email address will be deleted
- If you make a purchase through our website, the details you provide will be stored via our website host, Wix, which is compliant with general data protection regulations. You are able to view their privacy policy on their website

Paper-based Records:

- We aim to limit paper-based records where possible
- All paper-based records are physically located at the home of Savannah Senior in a cabinet with a lock and key
- Only Savannah Senior has access to these records
- Where possible we will aim to upload all paper-based records to electronic systems and subsequently destroy these paper-based records confidentially

Artificial Intelligence (AI):

- Learn to Feed uses Heidi Health to assist with service delivery and practice administration. We will always ask your consent before using Heidi Health during appointments
- Heidi Health transcriptions are processed and stored on UK servers. Audio recordings are not permanently stored and are deleted after processing. Protected Health Information is de-identified and processed separately to the rest of the transcript. Data will be deleted from Heidi Health once transferred to our electronic notes system, WriteUpp.
- Heidi Health is compliant with general data protection regulations and the Data Protection Act 2018. Their privacy policy and data compliance can be viewed on their website
- If you have concerns about AI data processing, please contact me at savannah@learntofeed.com.

In accordance with the law, all clinically relevant records will be retained until your baby or child is 25 years or 26 years if the young person was 17 years when treatment ended. Financial data will be retained for a minimum period of six years after the completion of the transactions, acts, or operations to which they relate.

After the time frame above has elapsed, we will dispose of your and/or your baby/child's data securely. If under investigation or litigation is likely, files must be held in original form indefinitely.



Date: 24/10/2025



Your data protection rights:

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

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, in certain circumstances.

For babies and children under 16 years old, data access requests can be made by parents/guardians.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at savannah@learntofeed.com if you wish to make a request.

Further queries:

If you have any queries about our use of your personal information, please contact us on savannah@learntofeed.com or +447918311861.

Further information about data protection legislation and your rights is available from the ICO:

The ICO's address:

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



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Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>



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