

HeyDay Circle – Privacy Policy

Effective Date: 10 September 2026

At **HeyDay Circle**, your privacy is important to us. This Privacy Policy explains how we collect, use, store and protect personal information when you contact us, book our services, use our website or otherwise interact with our business.

HeyDay Circle is committed to handling personal information responsibly and transparently in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

1. About Us

HeyDay Circle is a care-home activity and entertainment service providing fun, inclusive activity sessions for nursing and residential homes.

For the purposes of data protection legislation, **Iryna Hunt** is responsible for the personal information processed by HeyDay Circle.

Contact details:

Iryna Hunt

HeyDay Circle

Email: info@heydaycircle.co.uk

Telephone: **07359 345749**

Website: <https://www.heydaycircle.co.uk/>

2. Information We Collect

We may collect personal information when you contact us, request information, make a booking or use our website.

This may include:

Contact Information

- Name
- Job title or role
- Care home or organisation name
- Email address
- Telephone number
- Business address
- Any other contact details you choose to provide

Booking and Service Information

When you enquire about or book a HeyDay Circle session, we may collect information such as:

- Date and time of the requested session
- Care home or venue location
- Number of participants
- Information about the type of session requested
- General activity preferences
- Relevant requirements needed to organise and deliver the session

Where information about residents is provided to us, we ask that you only provide information that is necessary for us to safely and appropriately deliver the service.

Billing Information

We may collect information necessary to issue invoices and receive payment, such as:

- Billing name
- Organisation name
- Billing address
- Invoice details
- Payment information

We do not need or intend to collect full debit or credit card details directly from you where payments are processed through a third-party payment provider.

Website and Usage Information

When you visit our website, certain technical information may be collected automatically, such as:

- IP address
- Browser type
- Device information
- Pages visited
- Approximate location
- Website usage information

This may be collected through cookies or analytics services where these are used on our website.

3. How We Collect Your Information

We may receive personal information through:

- Our website contact or enquiry forms
- Email
- Telephone calls
- Booking enquiries
- Booking forms
- Invoices and payment processes
- Social media communications
- Other correspondence or communication you send to us

We may also collect limited publicly available business contact information, for example from care-home websites or business directories, where this is relevant to our legitimate business development activities.

4. How We Use Your Information

We use personal information only where necessary for legitimate business purposes, to provide our services, to comply with legal obligations, or where we have another lawful basis under the UK GDPR.

We may use your information to:

- Respond to enquiries
- Arrange and manage bookings
- Provide our activity sessions
- Communicate about dates, times and venues
- Understand your requirements for a session
- Provide information about our services
- Issue invoices and manage payments
- Maintain appropriate business and financial records
- Improve our services and website
- Respond to feedback

- Manage our business relationship with you
- Comply with legal and regulatory requirements

5. Lawful Basis for Processing

Depending on the circumstances, we may process your personal information under one or more of the following lawful bases:

Contract: Where processing is necessary to arrange or provide a service you have booked.

Legitimate Interests: Where processing is necessary for legitimate business activities, such as responding to enquiries, managing customer relationships, improving our services or appropriate business development.

Legal Obligation: Where we need to process information to comply with legal, accounting or financial requirements.

Consent: Where we ask for your consent for a particular use of your information, you may withdraw that consent at any time.

6. Information About Care Home Residents

HeyDay Circle provides services to care homes and nursing homes. In some circumstances, a care home may provide us with limited information about residents to help us deliver an appropriate session.

We do not normally need detailed medical information about residents.

If information relating to a resident's health, disability, dementia or other sensitive circumstances is necessary to help us adapt an activity safely, we will only use information that is relevant and necessary for the purpose for which it was provided.

Care homes remain responsible for ensuring that information they provide to us is appropriate and lawful to share.

We will treat any sensitive information provided to us with appropriate care and confidentiality and will not use it for unrelated purposes.

7. Sharing Your Information

We do **not** sell your personal information.

We may share information where reasonably necessary with trusted service providers who help us operate our business, for example:

- Website and hosting providers
- Email and communication providers
- Payment providers
- Accounting or bookkeeping services

- IT and cloud storage providers
- Professional advisers

These providers should only process information as necessary to provide their services and should have appropriate security measures in place.

We may also disclose information where we are legally required to do so, for example to comply with legal obligations or valid requests from relevant authorities.

8. Payment Processing

Where payments are processed through third-party payment providers, your payment information may be handled directly by that provider.

HeyDay Circle does not intentionally store full debit or credit card details.

Third-party payment providers have their own privacy policies and terms governing how they process payment information.

9. Website Cookies

Our website may use cookies and similar technologies.

Cookies are small files stored on your device that can help a website function correctly, remember preferences and understand how visitors use the website.

Where analytics or other non-essential cookies are used, these will be handled in accordance with applicable UK privacy and cookie requirements.

You can also manage or disable cookies through your browser settings. Disabling certain cookies may affect how parts of the website function.

10. Google Analytics

If Google Analytics is used on the HeyDay Circle website, it may collect information about how visitors use the website, such as pages visited, approximate location, device information and general website activity.

This information helps us understand how people use our website and improve our online services.

Google provides further information about how it processes data through its own privacy documentation.

11. Social Media

You may contact or interact with HeyDay Circle through social media platforms such as Facebook or Instagram.

If you communicate with us through a social media platform, the platform may process your information according to its own privacy policy.

We only use information received through social media for legitimate business purposes, such as responding to enquiries or managing communications with you.

12. Marketing Communications

We may occasionally contact existing customers or business contacts with information about HeyDay Circle services, new activities, special events or other information that may be relevant to them.

Where required, we will obtain consent before sending direct marketing communications.

You can ask us to stop sending marketing communications at any time by contacting:

info@heydaycircle.co.uk

If you receive an email containing an unsubscribe option, you can also use that option.

We may still contact you with important information relating to an existing booking, enquiry, invoice or business relationship.

13. Data Security

We take reasonable and appropriate measures to protect personal information against:

- Unauthorised access
- Accidental loss
- Misuse
- Alteration
- Unauthorised disclosure

Information may be stored electronically using secure business systems and cloud-based services.

However, no method of transferring or storing information online can be guaranteed to be completely secure.

14. How Long We Keep Your Information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected.

For example, we may retain customer and booking information for as long as necessary to:

- Manage our relationship with you
- Maintain appropriate business records
- Deal with enquiries or disputes
- Meet accounting and tax requirements

- Comply with legal obligations

When information is no longer required, we will take reasonable steps to securely delete or dispose of it.

15. Your Rights

Under the UK GDPR, you may have the following rights in relation to your personal information:

Right of Access – You can ask for a copy of the personal information we hold about you.

Right to Rectification – You can ask us to correct inaccurate or incomplete information.

Right to Erasure – In certain circumstances, you can ask us to delete your personal information.

Right to Restriction – In certain circumstances, you can ask us to restrict how we process your information.

Right to Data Portability – In certain circumstances, you can ask to receive your personal information in a structured, commonly used format.

Right to Object – You may object to certain types of processing, including processing based on legitimate interests or direct marketing.

Right to Withdraw Consent – Where we rely on your consent, you can withdraw it at any time.

Some of these rights apply only in certain circumstances, and there may be legal reasons why we need to continue retaining or processing particular information.

16. How to Exercise Your Rights

If you would like to exercise any of your data protection rights, ask what information we hold about you, or have a question about how your information is being used, please contact:

Iryna Hunt

HeyDay Circle

Email: info@heydaycircle.co.uk

Telephone: **07359 345749**

We may need to verify your identity before providing personal information or making changes to information we hold.

17. Third-Party Websites

Our website may contain links to other websites, including social media platforms or other third-party services.

We are not responsible for the privacy practices, content or security of third-party websites.

We recommend reviewing the privacy policy of any third-party website you visit.

18. Children's Privacy

HeyDay Circle's services are primarily provided to nursing and residential homes and are not intended to be directed towards children.

We do not knowingly collect personal information from children through our website.

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, business practices or applicable legal requirements.

The latest version will be published on our website with the relevant effective date.

20. Complaints

If you have concerns about how we have handled your personal information, we encourage you to contact us first so that we can try to resolve the issue.

You also have the right to make a complaint to the **Information Commissioner's Office (ICO)**, the UK's independent authority responsible for upholding information rights.

[Information Commissioner's Office \(ICO\)](#)

21. Contact Us

If you have any questions about this Privacy Policy or how HeyDay Circle handles your personal information, please contact:

Iryna Hunt

HeyDay Circle

Email: info@heydaycircle.co.uk

Telephone: 07359 345749

Website: <https://www.heydaycircle.co.uk/>

One important point

I would **not recommend putting the original policy on your website exactly as supplied**, because it contains details that appear specific to another business, including another company's name, email address, website and payment providers.

The version above is a much better starting point for **HeyDay Circle**. However, before publishing it, you should make sure the sections on **Google Analytics, cookies, payment providers, cloud storage and marketing** accurately reflect the services you actually use. A privacy policy should describe your real data processing, rather than simply listing every possible service.

If you tell me what your website is built with (for example **Wix, WordPress, Squarespace**) and whether you use **Google Analytics, Google Forms, Wix Forms, Stripe, PayPal, Mailchimp, WhatsApp, Facebook/Instagram**, I can tailor this into a **final website-ready Privacy Policy** specifically for HeyDay Circle.