



**THINKING
FUTURES**

GUIDANCE | COACHING |
PLACEMENT | CAMPS



PRIVACY POLICY

Protecting personal information across our services, programmes and activities, including Kidz Like Us.

Thinking Futures is committed to protecting the privacy, rights and personal information of the children, young people, families, clients and professionals we work with.



Privacy Policy

Effective Date: 01 September 2026

About this Privacy Policy

Thinking Futures is committed to protecting the privacy and personal information of the children, young people, parents and carers, clients, learners, professionals and organisations we work with.

This Privacy Policy explains how Thinking Futures collects, uses, stores, shares and protects personal information in connection with its services and programmes, including Kidz Like Us, which is a programme delivered by Thinking Futures.

Our work includes careers information, advice and guidance, education consultancy, tuition and coaching, training and development, online services, workshops, clubs, camps and residential activities.

We aim to handle personal information fairly, lawfully and transparently, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable data protection legislation.

This policy should be read alongside any specific privacy information, consent forms or programme documentation provided in relation to a particular Thinking Futures service or activity.

Who is responsible for your data

Thinking Futures is the data controller for personal information collected and processed through its services and programmes, including Kidz Like Us.

This means Thinking Futures is responsible for deciding how and why personal information is collected, used, stored and shared.

Thinking Futures works with self-employed contractors, associates, partner organisations and third-party service providers where necessary to deliver its services. Where these individuals or organisations process personal information on behalf of Thinking Futures, appropriate data protection arrangements will be put in place.

Responsibility for data protection within Thinking Futures rests with Sarah Jones.

Questions, concerns or requests relating to personal information or this Privacy Policy can be directed to:

Sarah Jones

Thinking Futures

Email: sarah@thinking-futures.com

Website: www.thinking-futures.com

Scope

This Privacy Policy applies to personal information collected and processed by Thinking Futures in connection with its services, programmes and activities.

This may include information relating to:

- children and young people participating in our services or programmes;
- parents, carers and family members;
- adult learners and clients;
- prospective clients and individuals making enquiries;
- professionals, schools, education providers and other organisations we work with;
- self-employed contractors, associates and individuals supporting the delivery of our activities; and
- visitors to our websites and users of our online services.

The policy applies to services delivered in person and online, both within the UK and internationally.

Where a particular programme, activity or service requires additional or more specific privacy information, this will be provided separately where appropriate.

Why we collect your data

Thinking Futures collects and uses personal information so that we can provide our services and programmes safely, effectively and appropriately.

Depending on the service or activity, we may use personal information to:

- respond to enquiries and provide information about our services and programmes;
- register or enrol individuals onto services, programmes, clubs, camps, workshops or other activities;
- provide careers information, advice and guidance, education consultancy, tuition, coaching, training and development;
- deliver and manage Kidz Like Us activities;
- understand individual needs, interests and preferences so that activities and support can be appropriately planned;
- make reasonable adjustments and support accessibility and participation;
- communicate with children and young people, parents, carers, clients and professionals where appropriate;
- manage attendance, bookings, payments and programme administration;
- protect the safety, welfare and wellbeing of children and young people participating in our activities;
- respond to safeguarding concerns, accidents, incidents or emergencies;
- monitor participation, progress and outcomes where this forms part of the service being provided;
- evaluate and improve our services, programmes and activities;
- maintain appropriate business, financial and regulatory records; and
- send information about relevant Thinking Futures services, activities or opportunities where you have asked to receive this or where we are otherwise permitted to do so.

Where information is collected for a specific purpose, we will only use it for that purpose or for another compatible purpose, unless there is a lawful reason for us to use it differently.



Our lawful bases for using personal information

Thinking Futures will only collect and use personal information where we have a lawful reason to do so.

Depending on the circumstances, we may rely on one or more of the following lawful bases:

Contract – where processing personal information is necessary to provide a service that you have requested or to take steps before entering into an agreement with you.

Legal obligation – where we need to process information to comply with a legal or regulatory requirement.

Legitimate interests – where processing is necessary for the legitimate interests of Thinking Futures or another person, provided those interests do not override an individual's rights and freedoms. This may include managing and improving our services, maintaining appropriate records, communicating about services and operating our organisation effectively and safely.

Consent – where we have asked for and received clear consent to use personal information for a particular purpose. Where we rely on consent, it can be withdrawn at any time.

Vital interests – in exceptional circumstances, where processing is necessary to protect someone's life.

The lawful basis we rely upon will depend on the information being processed and the purpose for which it is being used.

Where we process **special category personal data**, such as certain health, disability or ethnicity information, additional legal requirements apply. These are explained later in this policy.



What personal information we collect

The personal information Thinking Futures collects will depend on the service, programme or activity you are accessing. We only aim to collect information that is relevant and necessary for the purpose for which it is required.

This may include:

- name and date of birth;
- address and contact details, including telephone number and email address;
- parent or carer names and contact details where appropriate;
- emergency contact information;
- current or previous school, college, university, training provider or employer, where relevant;
- education, qualifications, skills, interests, aspirations and progression information;
- information provided through enquiries, applications, registration or enrolment forms;
- attendance and participation information;
- notes and records relating to guidance, tuition, coaching, training or other services provided;
- information about individual preferences, support or accessibility requirements;
- booking, payment and transaction information;
- communications with Thinking Futures, including relevant emails, messages and correspondence;
- photographs, video or other media where these are used as part of an activity or where appropriate permission has been obtained; and
- any other information you choose to provide that is relevant to the service or support being provided.

For children and young people, we may also collect information from a parent, carer, school, professional or other person involved in supporting them where this is appropriate and lawful.

We will tell you where providing particular information is required and, where appropriate, what may happen if that information is not provided.



Special category and other sensitive information

Some Thinking Futures services and programmes may require us to collect information that is particularly sensitive. We will only collect this information where it is relevant and necessary.

Depending on the service or activity, this may include information about:

- health, medical conditions, allergies or medication where relevant to safe participation;
- disability, neurodivergence, special educational needs or additional support needs;
- accessibility, communication or sensory needs and preferences;
- ethnicity, where there is a relevant and lawful reason to collect it;
- emotional, behavioural or wellbeing needs where relevant to the support or activity being provided;
- safeguarding or welfare concerns;
- care experience, caring responsibilities or other personal circumstances where relevant to the service or support being provided; and
- other sensitive information voluntarily shared with us where it is relevant to the individual's participation, safety or support.

Some of this information is classed as special category personal data under data protection law and receives additional protection.

Where Thinking Futures processes special category personal data, we will identify both an appropriate lawful basis for processing the information and an additional legal condition permitting us to process that type of information.

We will limit access to sensitive information to those who need it for an appropriate purpose and will take additional care when storing, using or sharing it.

Safeguarding and welfare information

Thinking Futures may record and use information relating to safeguarding, welfare, accidents, incidents or concerns where this is necessary to protect a child, young

person or another individual.

Where there is a safeguarding concern, it may be necessary to share relevant information with appropriate individuals, professionals, statutory agencies or emergency services. Consent will not always be required where sharing information is necessary to protect a child or another person or where we are required or permitted to do so by law.

Safeguarding information will be managed in accordance with the Thinking Futures Safeguarding Policy and relevant safeguarding procedures.

Children and young people's information

Thinking Futures provides a number of services and programmes for children and young people, including Kidz Like Us. We recognise that children's personal information requires particular care and protection.

When a child or young person participates in one of our services or activities, we will only collect information that is relevant and appropriate to the service being provided and to their safety, welfare and participation.

Depending on the child or young person's age and the nature of the activity, information may be provided directly by them or by their parent or carer. We may also receive relevant information from schools, education providers or other professionals where there is an appropriate and lawful reason for this.

We will aim to explain how personal information is used in a way that is clear and appropriate to the age and understanding of the child or young person.

Where appropriate, parents and carers may receive information about their child's participation or progress. However, children and young people also have their own rights in relation to their personal information, and these will be considered according to their age, understanding and the circumstances.

Information relating to a child or young person will only be shared where there is an appropriate reason to do so. Where information needs to be shared for safeguarding or welfare purposes, the safety and best interests of the child or young person will be an important consideration.



Parent and carer information

Where a child or young person participates in a Thinking Futures service or programme, we may collect information about their parent or carer.

This may include names, contact details, emergency contact information and relevant communications. We use this information to administer the service, communicate about participation, provide appropriate updates and help protect the safety and welfare of the child or young person.

How we store and protect your information

Thinking Futures takes appropriate steps to protect personal information from loss, misuse, unauthorised access, alteration or disclosure.

Personal information is primarily stored electronically using password-protected systems and secure cloud-based services. Appropriate security measures are used according to the nature and sensitivity of the information held.

These may include:

- password protection and access controls;
- multi-factor authentication where available;
- secure cloud storage;
- encryption and other security features provided by our technology providers;
- limiting access to information to those who need it for an appropriate purpose; and
- maintaining appropriate security and data protection practices when using devices and digital services.

Thinking Futures aims to minimise the creation and retention of paper records. Where paper records are necessary, they will be stored securely and disposed of appropriately when no longer required.

Particular care will be taken with sensitive, special category and safeguarding information, with access restricted appropriately.

Where self-employed contractors, associates or service providers need access to personal information in order to provide services on behalf of Thinking Futures, they will only be given access to information necessary for their role and will be expected to handle it appropriately and securely.



Digital services and third-party providers

Thinking Futures uses third-party technology and service providers to support the delivery and administration of its services. These may include providers of:

- email and communications;
- cloud storage and document management;
- website hosting and online forms;
- video conferencing and online learning;
- bookings, events and payments;
- customer or participant management;
- educational, careers and assessment tools; and
- business administration and accounting services.

Where these providers process personal information on our behalf, we take reasonable steps to use providers that offer appropriate data protection and security arrangements.

Some providers may store or process information outside the UK. International transfers are addressed separately below.

Who we share your information with

Thinking Futures does not sell personal information or share it with other organisations for their own marketing purposes.

We may share personal information where this is necessary to provide a service, administer an activity, protect an individual's safety or welfare, or meet a legal or regulatory requirement.

Depending on the circumstances, information may be shared with:

- self-employed contractors and associates working with or on behalf of Thinking Futures;
- schools, colleges, universities, training providers or other education organisations where relevant to the service being provided;
- education agents, consultants or other professionals involved in supporting an individual, where appropriate;
- venues and activity providers where limited information is required for the safe delivery of an activity;



- technology, administration, payment and other service providers that process information on our behalf;
- professional advisers, such as accountants, insurers or legal advisers, where necessary;
- safeguarding professionals, local authorities, social services, police, emergency services or other statutory bodies where there is a safeguarding, welfare or legal reason to share information; and
- other organisations where you have asked us, or given appropriate permission, to share information.

We will only share information that is relevant and necessary for the purpose for which it is being shared.

Where another organisation processes personal information on behalf of Thinking Futures, we will take appropriate steps to ensure that the information is handled securely and in accordance with applicable data protection requirements.

There may be circumstances where Thinking Futures is required or permitted by law to share personal information without consent. This may include situations involving safeguarding concerns, prevention or detection of crime, legal proceedings, regulatory requirements or an immediate risk to an individual's safety.

International data transfers

Thinking Futures provides some services internationally and uses technology and service providers that may process or store personal information outside the UK. Where personal information is transferred outside the UK, Thinking Futures will take appropriate steps to ensure that it continues to receive an appropriate level of protection in accordance with UK data protection law.

This may include transferring information to countries recognised by the UK as providing an adequate level of data protection, or using appropriate contractual and other safeguards where required.

Where we work with clients, families, education providers or other organisations outside the UK, it may also be necessary to transfer personal information internationally in order to provide the requested service. We will only share information that is relevant and necessary for that purpose.



Where appropriate, we will provide further information about international transfers associated with a particular service or provider.

How long we keep your information

Thinking Futures will only keep personal information for as long as it is reasonably necessary for the purpose for which it was collected, or where we need to retain it to meet legal, regulatory, safeguarding, insurance or other legitimate requirements.

The length of time information is retained will depend on the type of information and the reason it is held. In deciding how long to retain information, we will consider factors including:

- the nature and sensitivity of the information;
- the service, programme or activity to which it relates;
- the age of the individual;
- safeguarding and welfare requirements;
- legal, financial, contractual and insurance requirements;
- whether the information may be needed to establish, exercise or defend legal claims; and
- whether there is an ongoing relationship with Thinking Futures.

Information that is no longer required will be securely deleted or destroyed. Where appropriate, information may instead be anonymised so that individuals can no longer be identified and the anonymised information may be retained for evaluation, statistical or reporting purposes.

Thinking Futures maintains appropriate retention arrangements for the different categories of information it holds and reviews retained information periodically.

Photographs, video and media

Thinking Futures may take photographs, video or other recordings during some services, programmes, events and activities.

Where photographs or recordings are intended for promotional or publicity purposes, such as use on the Thinking Futures or Kidz Like Us website, social media, printed materials or other promotional communications, appropriate permission will be sought.



For children and young people, consent or permission will be managed appropriately according to their age and the nature of the proposed use. We will also take account of the wishes of the child or young person themselves. Choosing not to give permission for photographs or recordings to be used for promotional purposes will not affect an individual's ability to participate in a Thinking Futures programme or activity.

Photographs or recordings may sometimes be created as part of an activity, project or learning experience rather than for publicity. Where this happens, participants will be given appropriate information about how the material will be used, stored or shared.

We will take reasonable steps to ensure that photographs and recordings are used appropriately and will not publish identifying personal information alongside an image unless there is an appropriate reason and permission to do so.

Where consent is relied upon, it may be withdrawn for future use by contacting Thinking Futures. We may not always be able to remove material that has already been printed, distributed or otherwise placed beyond our reasonable control, but we will stop using it in future materials where reasonably possible.

Marketing and communications

Thinking Futures may contact you with information that is necessary to manage or deliver a service, programme or activity you have enquired about, booked or are participating in. These communications form part of providing that service and are not treated as marketing communications.

We may also send information about other Thinking Futures services, programmes, events, activities or opportunities where you have asked to receive this information or where we are otherwise permitted to do so.

Where consent is required for marketing communications, we will ask for it clearly and separately. You can withdraw your consent or unsubscribe from marketing communications at any time.

Choosing not to receive marketing communications will not affect your access to services or programmes you have already booked or agreed to participate in.

We will not sell personal information to third parties for marketing purposes. Contact details used for marketing will be retained only for as long as there is an appropriate reason to use them. We may retain limited information where necessary to record that someone has unsubscribed or asked not to receive future marketing communications.

Your data protection rights

Under data protection law, individuals have a number of rights in relation to their personal information. The rights that apply will depend on the circumstances and the lawful basis on which the information is being processed.

These may include the right to:

- access personal information we hold about you and request a copy;
- rectify information that is inaccurate or incomplete;
- erase personal information in certain circumstances;
- restrict the way we use personal information in certain circumstances;
- object to certain types of processing, including direct marketing;
- data portability, where applicable, allowing you to receive certain information in a usable electronic format or have it transferred to another organisation;
- withdraw consent at any time where we rely on consent to process your information; and
- raise a concern or make a complaint about the way your personal information has been handled.

These rights are not absolute and there may be circumstances where Thinking Futures is required or permitted to continue retaining or processing information. For example, we may need to retain certain information to meet a legal obligation or for safeguarding purposes.

If you wish to exercise any of your data protection rights, please contact:

Sarah Jones

Thinking Futures

Email: sarah@thinking-futures.com

We may need to confirm your identity before responding to a request to ensure that personal information is not disclosed to someone who is not entitled to receive it.

Children and young people exercising their rights

Children and young people have data protection rights in their own right.

Where a parent or carer makes a request relating to a child or young person's information, Thinking Futures will consider the child or young person's age, understanding and circumstances when deciding how the request should be handled.

Complaints and concerns

Thinking Futures takes the protection of personal information seriously. If you have a question, concern or complaint about how your personal information has been collected, used, stored or shared, please contact us in the first instance:

Sarah Jones

Thinking Futures

Email: sarah@thinking-futures.com

We will consider your concern and aim to respond appropriately and without undue delay.

You also have the right to raise a concern with the Information Commissioner's Office (ICO), the UK's independent regulator for data protection.

Information Commissioner's Office

Website: ico.org.uk

You do not have to contact Thinking Futures before approaching the ICO, although we welcome the opportunity to address any concerns directly where possible.

Data breaches

Thinking Futures takes reasonable steps to prevent personal information from being accidentally or unlawfully lost, altered, disclosed, accessed or destroyed.

If a personal data breach occurs, we will assess the nature and potential impact of the breach and take appropriate action to contain and manage it.



Where required by data protection law, Thinking Futures will report a personal data breach to the Information Commissioner's Office (ICO) and will inform affected individuals where necessary.

We will maintain appropriate records of personal data breaches and use incidents to review and improve our data protection practices.

Data Protection Impact Assessments

Thinking Futures will consider data protection and privacy when introducing new services, systems or ways of working that involve the use of personal information.

Where a proposed activity is likely to result in a high risk to the rights and freedoms of individuals, we will carry out a Data Protection Impact Assessment (DPIA) where required.

A DPIA helps us identify and assess potential privacy risks and determine what measures can be taken to reduce those risks before the processing begins.

Accountability and review

Thinking Futures is responsible for ensuring that personal information is handled appropriately and in accordance with applicable data protection law.

We will take reasonable steps to demonstrate our compliance with data protection requirements, including maintaining appropriate policies, procedures and records, reviewing our data protection practices and ensuring that individuals working on behalf of Thinking Futures understand their responsibilities when handling personal information.

This Privacy Policy will be reviewed periodically and may also be updated when there are significant changes to our services, programmes, systems, legal requirements or the way we process personal information.

Where changes are significant, we will take reasonable steps to make updated information available to those affected.

The current version of this Privacy Policy will be available through the Thinking Futures website and document portal.

Document control

Document: Thinking Futures Privacy Policy

Version: 4

Effective date: 01 September 2026

Policy owner: Sarah Jones, Thinking Futures

Review: At least annually, or sooner where required