

Privacy Policy

Last updated: November 2025

1. Who we are

We are Cultivate Learning Limited ("Cultivate", "we", "us"). We run a small, independent micro-school focused on nurturing, child-led learning.

Registered address: 36 High Street, Ivinghoe LU7 9EX

Email: daisy@cultivatelearning.org.uk

We are the "data controller" for the personal information collected through this website.

2. What this policy covers

This policy explains:

- What personal information we collect about you and your child
- How and why we use it
- Who we share it with
- How long we keep it
- Your rights under UK data protection law

It applies to our website hosted on Wix and to any forms, waiting-list applications, newsletter sign-ups or contact messages you send us through this site.

3. The information we collect

Depending on how you use the site, we may collect:

- Contact details: your name, email address, phone number, home address
- Child details (if you share them): child's name, age/date of birth, current educational setting, any relevant needs you choose to tell us about
- Enquiry details: information you share in messages or forms (for example, questions about places or visits)
- Marketing preferences: whether you want to receive updates from us

- Website usage data: IP address, device type, browser type, pages visited and actions taken on the site, collected via cookies and similar technologies

We only ask for information that is relevant to responding to your enquiry, managing our waiting list or keeping in touch with you.

4. How we collect information

We collect information in three main ways:

- Directly from you - when you complete our contact form, join the mailing list, apply for the waiting list, respond to a survey or email us.
 - Automatically - when you visit our website, certain technical data and cookie information is collected by Wix and any analytics tools we use.
 - From third parties - only where you have given permission (for example, if you follow a social media link that passes us basic analytics data).
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5. How and why we use your information (lawful bases)

We use your information for specific purposes, under the legal bases set out in UK GDPR.

a) Enquiries and communication

- To respond to questions about Cultivate, visits, fees, availability and our model.
- Legal basis: legitimate interests - it is in both your interests and ours to handle enquiries and build a potential school-family relationship.

b) Managing our waiting list and future admissions

- To record your interest, understand your family's needs and keep in touch about potential places, open events and timelines.
- Legal basis: legitimate interests and, if we move towards an offer of a place, contract