



Privacy Policy – The Midnight Mouse

1. Who I am

This website and the services provided through it are operated by Mel, trading as The Midnight Mouse, a gentle and holistic infant sleep coaching service based in the United Kingdom.

For the purposes of UK data protection law, I am the data controller responsible for the personal information I collect and use in connection with The Midnight Mouse.

If you have any questions about this Privacy Policy or how your personal information is used, please contact me at:

 melissa@themidnightmouse.co.uk

2. What information I collect

I only collect personal information that is relevant and reasonably necessary for operating The Midnight Mouse and providing my services.

Depending on how you interact with me and whether you become a client, I may collect:

Contact and personal information

- Your name
- Email address
- Telephone number, if provided
- Social media username
- Your child's name
- Your child's date of birth
- Names and ages of siblings, where relevant
- Information you provide when making an enquiry, booking a service or communicating with me

Sleep and family information

When you become a client, I may collect information about:

- Your child's sleep patterns and routines
- Bedtime and waking patterns
- Nap timings and duration
- Night waking
- Sleep environment and arrangements
- Your child's usual sleep habits and behaviours



- Your family's routines and circumstances
- Your sleep-related concerns and goals
- Information about what approaches you have tried previously
- Information about your preferences and what is important to you when making changes to your child's sleep

Health and wellbeing information

As part of my sleep coaching service, I may ask parents or legal guardians to provide information about their child's health, wellbeing, development and relevant medical history where this may be relevant to understanding their child's sleep.

This may include information about:

- Prematurity or neonatal care
- Medical conditions or developmental concerns
- Medications and supplements
- Feeding and weight concerns
- Reflux or vomiting
- Skin conditions
- Bowel symptoms
- Nasal congestion, snoring or mouth breathing
- Unusual movements or other symptoms noticed during sleep
- Previous assessments or diagnoses
- Current involvement from healthcare professionals or other practitioners

Some of this information may constitute **special category data concerning health** under UK data protection law.

I aim to collect only information that is relevant to providing my sleep coaching service and encourage you not to provide information that is not necessary for this purpose.

3. How I collect your information

I may collect information directly from you when you:

- Contact me by email
- Complete a contact or enquiry form
- Book a consultation
- Complete my client questionnaire
- Complete a sleep diary
- Complete other forms relating to my services
- Communicate with me by WhatsApp, Instagram or Facebook Messenger
- Communicate with me during or following your sleep coaching package
- Attend one of my workshops
- Make a payment or provide information necessary to process a booking

I may also receive limited information from third-party booking or communication platforms that you choose to use when interacting with me.



I do not knowingly collect personal information directly from children.
Information about children is provided by their parent or legal guardian.

4. How I use your information

I use your personal information only where necessary for legitimate business purposes and/or to provide the services you have requested.

This may include using your information to:

- Respond to enquiries
- Arrange and manage bookings
- Provide sleep coaching services
- Review your completed questionnaire
- Review and analyse your child's sleep diary
- Understand your child's individual sleep patterns and circumstances
- Prepare personalised sleep recommendations and plans
- Communicate with you during your support package
- Provide follow-up support
- Process payments and maintain appropriate business records
- Keep records of services provided
- Respond to questions or concerns
- Deal with complaints or disputes
- Meet legal, accounting, insurance or regulatory requirements
- Improve the way I provide my services
- Send information about future workshops, services or offers where you have provided the appropriate consent where required

I will not use your personal information for unrelated purposes.

5. Lawful basis for processing

UK data protection law requires me to have a lawful basis for processing personal information.

Depending on the circumstances, I may rely on the following lawful bases:

Contract

Where you have booked and paid for a service, I may process your personal information where this is necessary to provide that service and fulfil my obligations to you.
This may include using your contact details, questionnaire responses, sleep diary and other information necessary to provide your personalised sleep coaching service.

Legitimate interests

I may process personal information where this is necessary for my legitimate business interests and those interests are not overridden by your rights and interests.
For example, this may include maintaining appropriate business records, responding to enquiries, managing my business and protecting my business against potential disputes.

Consent



Where appropriate, I may ask for your consent before processing certain information or using your information for a particular purpose, such as receiving certain marketing communications.

You can withdraw consent at any time by contacting me.

6. Health information and special category data

Some information collected through my client questionnaire may constitute **special category data concerning health**.

This information may be relevant to understanding your child's sleep and providing appropriate, personalised sleep coaching.

Where I process special category health information, I will ensure that I have both:

1. A lawful basis under Article 6 of the UK GDPR; and
2. An appropriate condition under Article 9 of the UK GDPR.

Where I rely on **explicit consent** as the Article 9 condition for processing health information, I will obtain this separately and clearly from my general Terms & Conditions acceptance.

For example, my client questionnaire may include a separate statement asking you to explicitly consent to the collection and use of relevant health information for the purpose of providing your personalised sleep coaching service.

I will not use your child's health information for unrelated purposes.

The ICO confirms that special category data requires both an Article 6 lawful basis and a separate Article 9 condition.

7. How your information is stored and protected

I take reasonable and appropriate steps to protect personal information against loss, misuse, unauthorised access, alteration or disclosure.

Depending on the information and how you interact with me, your information may be stored or processed using:

- Microsoft Outlook/email
- Google Forms
- Google Drive and Google Sheets
- Calendly
- WhatsApp
- Instagram and Facebook Messenger
- Website/contact form systems
- Secure files stored on password-protected devices
- Accounting/payment systems, where applicable

Client records may include:



- Client questionnaires
- Health screening information
- Sleep diaries
- Sleep data and calculations
- Personalised sleep plans
- Consultation notes
- Client correspondence
- Booking information
- Payment and invoice records

I take particular care with information relating to children's health and wellbeing and aim to limit access to personal information to what is reasonably necessary for the provision and administration of my services.

8. Third-party services

I use trusted third-party services and software to help me operate The Midnight Mouse and provide my services. These providers may process personal information on my behalf or as part of the services they provide.

Wix

I use Wix to host and operate my website and to provide website functionality, including contact forms and other features.

[About Privacy | WIX](#)

Google

I use Google Forms, Google Drive and Google Sheets to collect, store and manage client information. This may include completed client questionnaires and sleep diaries, which may contain information about your child's health and wellbeing.

[Privacy Policy – Privacy & Terms – Google](#)

Microsoft Word and Microsoft Outlook

I use Microsoft Word to prepare personalised sleep plans and other client documents. I use Microsoft Outlook for email communication and correspondence.

Personalised sleep plans may contain information you have provided as part of your sleep coaching service.

[Microsoft Privacy Statement](#)

Microsoft Excel

I use Microsoft Excel to maintain business and financial records, including client payments, invoices and other financial information.

[Microsoft Privacy Statement](#)

Canva

I use Canva to create templates, worksheets, guides and other resources used in connection with The Midnight Mouse.

I do not routinely use Canva to store identifiable client health information.

[Canva Privacy Policy](#)



Calendly

I use Calendly to arrange appointments and consultations. Information provided when booking an appointment may be processed by Calendly.

[Privacy Notice | Calendly](#)

WhatsApp

Where you choose to communicate with me through WhatsApp, your telephone number and messages will be processed through WhatsApp.

[WhatsApp Privacy Policy](#)

Instagram and Facebook

If you contact me through Instagram or Facebook Messenger, your username and messages will be processed through Meta's services.

[Meta Privacy Policy](#)

Banking and payment services

Where you pay for my services by bank transfer, your payment will be processed through your bank. I may retain information such as your name, payment date, amount paid and payment reference as part of my financial and business records.

These third-party providers may process or store information outside the UK. Where this occurs, appropriate safeguards are required under applicable data protection law.

I will review the third-party services I use from time to time and update this Privacy Policy where necessary.

9. Sharing your information

I will not sell, rent or otherwise trade your personal information.

I will only share personal information with third parties where this is necessary, where you have asked me to do so, where you have consented to it, or where I am legally required or permitted to do so.

For example, information may be shared with service providers who process information on my behalf, as described in this Privacy Policy.

Healthcare professionals

I am **not a healthcare professional** and do not provide medical diagnosis or treatment.

I will not routinely share your child's information with healthcare professionals.

If, during the course of providing my service, I believe that you may need to seek advice from an appropriate healthcare professional, I may recommend that you contact them directly.

I will only share your personal information with another professional where you have specifically requested or authorised this, unless I am legally required or permitted to disclose it without your consent.



10. Children's information

The Midnight Mouse provides services to parents and legal guardians in relation to their children's sleep.

I collect information about children from their parent or legal guardian in connection with providing the service.

Some information about a child may constitute special category health information. I recognise that information about children requires particular care and I aim to collect only the information that is necessary and relevant to the service being provided.

I do not knowingly collect personal information directly from children.

11. How long I keep your information

I will only keep personal information for as long as it is reasonably necessary for the purposes for which it was collected.

Client service records, including questionnaires, health screening information, sleep diaries, sleep data and calculations, personalised sleep plans, consultation notes and relevant client correspondence, will normally be retained for 3 years after the end of your support, unless I am required to retain them for longer to meet a legal, accounting, insurance or other regulatory requirement, or where the information is required in connection with a complaint or dispute.

Financial and business records, including payment records, invoices and information required for tax purposes, may be retained for longer where required by HMRC or other applicable legal requirements.

Once information is no longer required, I will take reasonable steps to securely delete or destroy it.

I will periodically review the personal information I hold and delete or anonymise information that I no longer need.

12. Your rights

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

- **Right of access** – to request a copy of the personal information I hold about you
- **Right to rectification** – to ask me to correct inaccurate or incomplete information
- **Right to erasure** – to ask me to delete your personal information in certain circumstances
- **Right to restriction** – to ask me to restrict how I use your information in certain circumstances
- **Right to object** – to object to certain types of processing
- **Right to withdraw consent** – where I rely on consent as the lawful basis or condition for processing



These rights are subject to certain legal exceptions and may not apply in every situation.

To exercise any of your rights, please contact:

melissa@themidnightmouse.co.uk

I may need to verify your identity before responding to a request.

You also have the right to complain to the **Information Commissioner's Office (ICO)** if you believe your personal information has been handled unlawfully.

[ICO make a complaint](#)

13. Cookies

My website may use cookies and similar technologies.

Some cookies may be necessary for the website to function, while others may be used to understand how visitors use the website or to improve the user experience.

Where consent is required for particular cookies or similar technologies, I will provide an appropriate mechanism for obtaining that consent.

You can also manage cookies through your browser settings.

14. Marketing

I may occasionally send information about The Midnight Mouse, including workshops, services, offers or other relevant updates.

Where applicable, I will only send marketing communications where I have the appropriate permission or lawful basis to do so.

You can unsubscribe from marketing communications at any time by contacting me or using the unsubscribe option provided in the communication.

15. Changes to this Privacy Policy

I may update this Privacy Policy from time to time to reflect changes to my services, the information I collect, the technology I use or changes in data protection law.

The most recent version will always be available on my website.

Last updated: 14 August 2026

A gentle note

I understand that sharing information about your baby, your child's sleep and your family can feel deeply personal.



I treat the information you share with me with care, respect and confidentiality. I only collect information that is relevant to providing my services and take reasonable steps to keep your information secure. My aim is to create a supportive and respectful environment where you can share what is happening without judgement.

Mel
The Midnight Mouse