



Privacy Policy – The Midnight Mouse

1. Who I am

This website, The Midnight Mouse, is operated by Mel a gentle and holistic infant sleep coach based in the United Kingdom.

If you have any questions about this privacy policy or how your data is used, you can contact me at:

 melissa@themidnightmouse.co.uk

2. What information I collect

I may collect the following personal information:

- Your name
- Email address
- Phone number (if provided)
- Your social media username (if you contact me via social media)
- Information about your child's sleep, routine, or family situation (if you choose to share it)
- Any details you provide via contact forms, email, messaging apps, or bookings

I only collect information that is necessary to respond to your enquiry and provide my services.

3. How I use your information

I use your information to:

- Respond to enquiries
- Provide infant sleep coaching services and support
- Manage bookings and appointments
- Communicate with you about your enquiry or support package
- Send relevant information about workshops or services (only if you have opted in)

I will never use your personal data for anything unrelated to my services.

4. Lawful basis for processing

Under UK data protection law, I rely on the following lawful bases to process your data:

- Consent – when you contact me or opt in to receive information
- Legitimate interest – to respond to enquiries and provide services you request



5. How your data is stored

Your personal data is stored securely and only accessed when necessary.

This may include secure storage in:

- Email systems
- Website contact forms
- Booking systems
- Messaging platforms
- Secure files stored locally on my password-protected devices (such as Word or Excel documents)

These files may include information such as sleep questionnaires, sleep diaries, personalised sleep plans, and invoices.

I take reasonable steps to protect your personal data from loss, misuse, or unauthorised access. This includes password protection on devices and limiting access to authorised use only.

7. Third-party services

I use trusted third-party tools to help operate my business and provide services.

These include:

- Calendly (for booking appointments)

When you book a session, your name, email address, and any information you provide are processed through Calendly.

- Microsoft Outlook (for email communication)

When you contact me or I communicate with you, your data is stored and processed via Microsoft's email services.

- WhatsApp (for communication, where used)

If you choose to communicate with me via WhatsApp, your phone number and messages are processed by WhatsApp.

- Instagram and Facebook Messenger (for communication)

If you contact me via Instagram or Facebook, your username and messages are processed by Meta Platforms.

These providers may store or process your data on my behalf, and in some cases may transfer data outside the UK. I only use services that are widely trusted and take appropriate steps to protect your information.

You can view their privacy policies here:

- Calendly:

<https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcalendly.com%2Fprivacy&data=05%7C02%7Cmelissa.rudd%40nhs.net%7Ccbbfe8e3a2f0d4422bbc408dec730e89a>



<https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fprivacy.microsoft.com%2F&data=05%7C02%7Cmelissa.rudd%40nhs.net%7Ccbbfe8e3a2f0d4422bbc408dec730e89a%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C639167210035382320%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOIjoiTWVpbiIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=V5CxOqEVMHWTxJfAb7bNXz0%2Bfh0AKgeZK5ZXJ1o3dMI%3D&reserved=0>

- Microsoft:

<https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fprivacy.microsoft.com%2F&data=05%7C02%7Cmelissa.rudd%40nhs.net%7Ccbbfe8e3a2f0d4422bbc408dec730e89a%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C639167210035435667%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOIjoiTWVpbiIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=wP%2F6cAJZiDC5%2BYDnzj08sQr2ZiH5xGC81Hkal2wBCeM%3D&reserved=0>

- WhatsApp:

<https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatsapp.com%2Flegal%2Fprivacy-policy&data=05%7C02%7Cmelissa.rudd%40nhs.net%7Ccbbfe8e3a2f0d4422bbc408dec730e89a%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C639167210035487005%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOIjoiTWVpbiIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=8mi2Hyy6ZpEyaqNiznakTy5o9Uwp2aSRmVwBJKIHxQE%3D&reserved=0>

- Meta (Facebook & Instagram):

<https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fprivacy%2Fpolicy%2F&data=05%7C02%7Cmelissa.rudd%40nhs.net%7Ccbbfe8e3a2f0d4422bbc408dec730e89a%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C639167210035533487%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOIjoiTWVpbiIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=OWpB6Ki%2FoVon%2BFgp9FO1WJBCFC9UJ1s0OJXILpRwQQk%3D&reserved=0>

8. Your rights

Under UK data protection law, you have the right to:

- Access the personal data I hold about you
- Request correction of inaccurate data
- Request deletion of your data
- Withdraw consent at any time
- Request restriction of processing in certain circumstances

To exercise any of these rights, please contact me at melissa@themidnightmouse.co.uk

9. Cookies

This website may use basic cookies to ensure it functions properly and to improve user experience.

You can disable cookies through your browser settings at any time if you prefer.



10. Children's data

Although my services relate to children, I only collect information provided by parents or legal guardians.

I do not knowingly collect personal data directly from children.

11. Data retention

I only keep your personal data for as long as necessary to:

- Provide my services
- Meet legal, accounting, or reporting requirements
- Resolve enquiries or disputes

After this, your data will be securely deleted.

12. Changes to this policy

I may update this privacy policy from time to time. The most recent version will always be available on this page.

♥ A gentle note

I understand that sharing information about your baby and your family is deeply personal.

Everything you share with me is treated with care, respect, and confidentiality.