

Little Sleep School

Gentle Sleep Education for Confident Parents



Privacy Policy

Last updated: 29 July 2026

At **Little Sleep School**, your family's privacy is important to us. We understand that the information you share with us is personal, and we are committed to protecting it.

This Privacy Policy explains what information we collect, why we collect it, how we use it, and your rights regarding your personal information.

1. Who We Are

Little Sleep School provides personalised sleep education and support for families throughout New Zealand.

If you have any questions about this Privacy Policy or how your information is handled, please contact us using the details provided on our website.

2. Information We Collect

Depending on the services you use, we may collect information including:

- Your name and contact details (such as email address and phone number)
- Your child's name, date of birth or age, and sleep history
- Information about your child's feeding, development, health, routines, and sleep habits
- Information you provide through questionnaires, consultations, emails, messages, or phone calls
- Payment and booking information (payments are securely processed by our third-party payment provider, and we do not store your full payment card details)
- Website information such as browser type, pages visited, and cookies

Providing some information is necessary for us to deliver personalised sleep education and support.

3. How We Use Your Information

We collect and use your information to:

- Deliver personalised sleep education and support
- Prepare individualised sleep plans
- Communicate with you during your support period
- Manage bookings and payments
- Improve our services and website
- Meet our legal obligations

We will only use your personal information for the purposes for which it was collected or where otherwise permitted by law.

4. Children's Information

As part of providing our services, we collect information about your child that you voluntarily provide.

This information is used solely to personalise our recommendations and provide the support you have requested.

5. How We Protect Your Information

We take reasonable steps to protect your personal information from loss, unauthorised access, misuse, alteration, or disclosure.

Only authorised individuals who require access to your information to provide our services will have access to it.

6. Sharing Your Information

We do not sell, rent, or trade your personal information.

We may share information with trusted service providers who help us operate our business, such as booking systems, secure payment processors, email providers, website hosting services, or cloud storage providers. These providers are only given access to the information necessary to perform their services.

We may also disclose information if required by law or where necessary to protect the safety of a child or another person.

7. Testimonials and Success Stories

We love celebrating our clients' successes.

We will never publish your name, photographs, your child's information, or details of your family's experience without your explicit permission.

Any testimonials shared publicly will only be used with your consent.

8. Cookies

Our website may use cookies and similar technologies to improve your browsing experience, understand website usage, and help us improve our services.

You can choose to disable cookies through your browser settings, although some parts of the website may not function as intended.

9. How Long We Keep Information

We keep personal information only for as long as it is reasonably necessary to provide our services, comply with legal obligations, resolve disputes, and maintain appropriate business records.

When information is no longer required, we will securely delete or de-identify it where practical.

10. Accessing or Correcting Your Information

Under the New Zealand Privacy Act 2020, you have the right to request access to the personal information we hold about you and to request corrections if you believe it is inaccurate.

To make a request, please contact us using the details on our website.

11. Overseas Service Providers

Some of the technology providers we use (such as website hosting, cloud storage, email, or booking software) may store information on secure servers located outside New Zealand.

Where this occurs, we take reasonable steps to ensure your information receives appropriate protection.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be published on this page with an updated revision date.

13. Contact Us

If you have any questions about this Privacy Policy or how your personal information is handled, please contact us via the contact details provided on the Little Sleep School website.