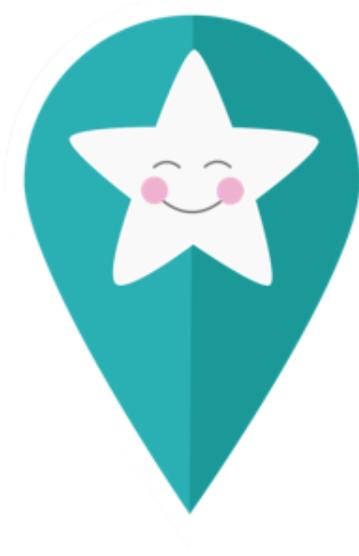


Privacy Policy



Little Journey

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Document Status

Version	Changes Made	Author	Approved
1.0	Initial Version	OB	CE

Privacy Policy

About Us

The Little Journey app has been created by Little Journey Ltd. (Company Number 11519201).

This Privacy Policy is used to inform our users about how and why we collect, store, process and share personal information or data. If you choose to use the Little Journey app, then you agree to the collection and use of information as described in this policy. The personal information that we collect is used for providing and improving the app. We will not use or share your information with anyone except as described in this Privacy Policy.

Children's Privacy

Sections of the the Little Journey app are aimed at children aged between 3 and 12. We take children's privacy very seriously and rely on consent from a parent or guardian before storing any user data. If you *are* under the age of 13 please make sure you have permission from your parent or guardian before you use the app. If you discover that your child has been using the app without permission, please contact us to have their data deleted.

Security

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security. Should we discover a data security breach, we will inform you within 24 hours as mandated by the European General Data Protection Regulation.

Data Collection and Usage

For a better experience while using the Little Journey app, we may ask you to provide us with certain personally identifiable information, including but not limited to email address, your child's surgery/procedure date and the hospital where it is happening. The information that we request will be retained by us and used as described in this privacy policy.

You can choose to opt-out of data collection at any time.

Email Address

We will use your email address as a unique identifier for you to allow us to track your usage of the app across multiple devices. As mentioned above, we will use your email to contact you regarding any data security breach.

Patient Data

We may ask for your child's first name and their date of birth which is used to tailor the app to improve your experience. We also ask for the planned date of surgery or procedure which is used to provide you with reminders to visit the app at an appropriate time before the hospital visit. We realise that this information is sensitive and personal to you, as such, it is only ever stored on your device.

App Usage Data

We use Firebase Analytics to track your usage of the app. This usage data allows us to improve Little Journey, focussing on the areas of the app that users visit the most.

This usage data may include, but is not limited to:

- App preferences (tour guide selection, rooms visits, etc.)
- Device Operating System version
- Device Internet Protocol ("IP") address

We will create a random user identifier for tracking your usage data between app sessions and devices and never pass your identifying data or contact details on to Firebase Analytics.

Questionnaires

We may ask you to complete questionnaires throughout the app to better understand how you are feeling and gain your feedback on what has happened. We will anonymise the responses to these questionnaires and provide feedback to the hospital where the procedure occurred.

Service Providers

We may employ third-party companies and individuals due to the following reasons:

- To facilitate our Service;
- To provide the Service on our behalf;
- To perform Service-related services; or
- To assist us in analyzing how our Service is used.

We want to inform users of the Little Journey app that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any purpose other than those detailed in their privacy policy.

Our third-party service providers are:

- [Firestore Analytics](#)

External Links

Little Journey may contain links to other apps and websites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Thus, you are advised to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page. These changes are effective immediately after they are posted on this page.

Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact our Data Protection Officer.

Data Protection Officer

Oliver Binns

oliver@littlesparkshospital.com

General Enquiries

Little Sparks Hospital

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