

Stay Dry at Night: Data Protection and Privacy Policy

Last updated: March 27, 2024

At Stay Dry at Night, we are committed to protecting the privacy and security of your personal information.

Stay Dry at Night ("us", "we", or "our"), operated by Ginny Laver, maintains the website www.staydryatnight.com (referred to as the "Service"). This page outlines our practices regarding the collection, usage, and disclosure of personal data when you use our Service, as well as the options available to you regarding that data.

Kindly review this Privacy Policy to comprehend our approach to handling your information. 'Stay Dry at Night' reserves the right to modify this Privacy Policy at any time at our discretion. Your continued use of the Service following any changes signifies your acceptance of those revisions, hence we recommend checking the Privacy Notice periodically for updates.

1. Introduction:

At Stay Dry at Night, we take the protection of your personal information seriously, prioritising your privacy and security. This Privacy Policy outlines how we collect, use, disclose, and store your information in compliance with the General Data Protection Regulation (GDPR), the relevant regulations in the United States, the European Union's Digital Services Act (DSA), Australian legislation for data protection and e-commerce, and New Zealand data protection laws.

2. Information We Collect:

We collect personal information from parents or legal guardians about their children and their bedwetting issues. This information is particularly comprehensive for the premium program and may include:

- Child's name, age, and gender
- Parent's or guardian's name, contact information, and relationship to the child
- Medical history and information related to bedwetting
- Child's achievements and nighttime routine
- Payment details for processing program fees, applicable to both the premium and standard programs

3. Collection of Information about Children:

We recognize the importance of protecting the privacy of children online. If you are under the age of 16 (or the minimum age required by applicable data protection laws in your jurisdiction), please do not provide any personal information to us without the consent of a parent or guardian.

We may collect personal information about children solely for the purpose of providing our bedwetting program and related services. We require parental consent before collecting any personal information from children, and we do not knowingly collect or solicit personal information from children without parental consent.

4. How We Use Your Information:

Suitability for the program:

- To understand whether the child is suitable for the program.

We utilize the collected information for various purposes, depending on the package chosen:

For the premium package:

- To comprehensively assess and understand the child's bedwetting issues, including their bedwetting history and current patterns.
- To tailor our bedwetting program and recordings to meet the specific needs and preferences of the child, ensuring a personalized approach to their treatment. This may include nighttime habits (such as the use of night lights or sleeping with toys), personal achievements, and activities.
- To maintain open communication with parents or guardians throughout the program, providing updates on the child's progress and addressing any concerns or questions they may have.

For both the premium and standard packages:

- To process payments and maintain accurate billing records, including payment information provided during registration.
- To ensure compliance with legal and regulatory requirements, encompassing New Zealand data protection laws, Australian legislation for data protection and the European Union's DSA

5. Disclosure of Information:

We may disclose your information in compliance with the regulations and laws in the following circumstances:

- With your consent
- To our trusted service providers who assist us in operating our business and delivering our services
- When required by law, such as in response to a court order or legal process
- To protect the rights, property, or safety of Stay Dry at Night, our users, or others

6. Data Security:

We take reasonable measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include encryption, secure data storage, and restricted access to personal information.

7. Data Retention:

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

8. Your Rights:

You have the rights under GDPR, relevant US regulations, the European Union's DSA, Australian legislation, and New Zealand data protection laws:

- Access and request a copy of your personal information
- Update or correct inaccuracies in your personal information
- Request the deletion of your personal information, subject to legal limitations
- Object to the processing of your personal information
- Withdraw your consent at any time, where applicable

9. Third-Party Links:

Please note that our privacy policy does not apply to third-party websites or services linked to or from our website. We advise users to review the privacy policies of those third parties when interacting with their websites or services.

10. Advertising Platforms and Cookie Policy:

We use remarketing or similar audiences to advertise online. Third-party vendors, including Microsoft Bing and Google, show our ads on sites across the Internet. These third-party vendors use cookies to serve ads based on someone's past visits to our website. Users may opt out of personalized advertising by visiting Google's Ad Settings. In addition to Google advertising services, we may also utilize advertising services provided by other third-party vendors. Please refer to the respective privacy policies of these vendors for more information on their data collection and processing practices.

We use cookies and similar tracking technologies to enhance your browsing experience and provide targeted advertising. By using our website, you consent to the use of cookies in accordance with this Privacy Policy and our Cookie Policy. For more information about cookies and how to manage your cookie preferences, please refer to our Cookie Policy.

11. Google Ads Conversion Tracking:

We use Google Ads conversion tracking to measure the effectiveness of our advertising campaigns. This allows us to understand how users interact with our website after clicking on one of our ads. Google Ads conversion tracking uses cookies to track conversions and provide aggregated data to us. No personally identifiable information is collected through this process.

12. Social Media Platforms:

Our website may include social media features, such as Facebook, Instagram, and Twitter buttons. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by the privacy policy of the company providing them.

13. Opting Out:

You have the right to opt out of receiving marketing communications from us. If you no longer wish to receive marketing emails from us, you may unsubscribe by contacting us directly.

14. Data Breach Notification:

In the event of a data breach involving your personal information, we will take appropriate measures to assess the breach and, if required by law, notify you and relevant authorities in compliance with data protection laws.

15. Contact Us:

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at Ginny@staydryatnight.com.

16. Updates to this Privacy Policy:

We may update this Privacy Policy from time to time to reflect changes in our data practices or applicable laws.

By using our services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy.