

# AuPairBureau.com Privacy Policy

AuPairBureau.com ("The Platform")

Effective Date: 13 November 2025

## 1. Introduction

Welcome to AuPairBureau.com ("we", "our", or "us"). We are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our website and services (our "Platform").

This policy is designed to comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

For the purpose of the UK GDPR, the **\*\*Data Controller\*\*** is AuPairBureau.com.

## 2. What Information We Collect

We collect information that is necessary to provide and improve our service.

### 2.1. Information You Provide to Us

- **Account Information:** When you register, you provide your name, email address, password, and your role (e.g., Family, Au Pair, Nanny, Agency).
- **Profile Information:** To use the service, you will provide detailed personal data for your public profile. This may include photos, a personal description, your location, qualifications, experience, and, for families, details about your home and children.
- **Communications:** We collect and store the messages you send and receive through our Platform's messaging system.
- **Payment Information:** When Employers purchase a Premium Membership, payment is processed by our third-party payment processor (e.g., Stripe). We do not store your full credit card or bank details, but we may have access to transaction and billing information.

### 2.2. Information We Collect Automatically

- **Usage and Log Data:** We collect information about how you interact with our Platform, such as the pages you visit, your IP address, browser type, operating system, and the dates and times of your visits.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies (like Google Analytics, Hotjar, and marketing pixels) to help us operate, analyse, and market our Platform. Please see our separate **Cookie Policy** for full details.

### 3. How We Use Your Information (Purpose & Legal Basis)

We must have a valid legal basis to process your personal data.

- **To Provide and Manage Our Service**

- **Use:** To create your account, publish your profile, allow you to search for and connect with other users, and process payments.
- **Legal Basis: Performance of a Contract.** We need this information to deliver the service you have signed up for.

- **For Safety and Security**

- **Use:** To monitor for fraudulent activity, prevent breaches of our Terms of Service (e.g., users sharing contact details in profiles), and enforce our platform rules.
- **Legal Basis: Legitimate Interest.** We have a legitimate interest in protecting our Platform and our users from harm and misuse.

- **To Improve Our Platform**

- **Use:** To analyse how you use our site (e.g., with Google Analytics and Hotjar) so we can fix bugs and improve the user experience.
- **Legal Basis: Legitimate Interest** (for basic site analytics) and **Consent** (for more detailed behavioural tracking, as controlled by our Cookie Banner).

- **For Marketing**

- **Use:** To show you relevant advertisements for our service on other websites (e.g., using Google Ads, Facebook Pixel, Bing Pixel).
- **Legal Basis: Consent** (as controlled by our Cookie Banner).

### 4. Who We Share Your Information With

We do not sell your personal data. We only share it in the following ways:

- **Other Users:** The core function of our Platform is to share your profile information with other users to facilitate introductions. Candidates can see Employer profiles, and Employers can see Candidate profiles.
- **Service Providers:** We use third-party companies to help us operate. These include:
  - Backend and database providers (e.g., Supabase)
  - Payment processors (e.g., Stripe)
  - Analytics providers (e.g., Google, Hotjar)
  - Advertising partners (e.g., Google, Meta/Facebook, Microsoft/Bing)
- **Legal Authorities:** We may disclose your information if required by law or to protect the vital interests, rights, and safety of our users or the public.

## 5. International Data Transfers

Your personal information may be processed in countries outside of the United Kingdom (UK) and the European Economic Area (EEA), such as the United States, where our service providers are located. When we do this, we ensure your data is protected by implementing legal safeguards, such as Standard Contractual Clauses (SCCs), as approved for use in the UK.

## 6. Data Retention and Deletion

We will only keep your personal data for as long as is necessary for the purpose for which it was collected, or as required by law.

- **Active Accounts:** We retain your data as long as you have an active account.
- **Inactive Accounts:** In accordance with our Terms of Service, any User account that is inactive for a continuous period of 90 days will be automatically and permanently deleted.
- **Unpaid Employer Accounts:** Any Employer account (Family or Agency) that does not purchase a Premium Membership within 14 days of registration will be automatically and permanently deleted.

## 7. Your Data Protection Rights (UK GDPR)

Under UK data protection law, you have the following rights:

- **Right to be Informed:** To know how we use your data (which is the purpose of this policy).
- **Right of Access:** To request a copy of the personal data we hold about you.
- **Right to Rectification:** To have any inaccurate or incomplete personal data corrected.
- **Right to Erasure:** To have your personal data deleted (the "right to be forgotten").
- **Right to Restrict Processing:** To limit how we use your personal data in certain circumstances.
- **Right to Data Portability:** To receive your data in a machine-readable format.
- **Right to Object:** To object to us processing your data (e.g., for direct marketing).
- **Rights in relation to automated decision-making:** You have the right not to be subject to a decision based solely on automated processing.

To exercise any of these rights, please contact us using the details below.

## 8. How to Contact Us

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us via our secure contact form: [aupairbureau.com/contact](https://aupairbureau.com/contact)

## 9. How to Lodge a Complaint

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law, you have the right to lodge a complaint with the UK's data protection

regulator, the **\*\*Information Commissioner's Office (ICO)\*\***.