



This is the Parent and Infant Relationship Service privacy notice.



Who are we?

- We are Kent County Council. We look after public services which support people in Kent.
- Kent County Council's Public Health department work to support protecting and improving the health of Kent's population.
- The Parents Infant Relationship Service (PAIRS) supports parents or other main caregivers and their infants (babies under the age of 2) to build a strong healthy emotional bond.
- Parent and baby relationships are important because babies need to feel safe, loved and cared for. A strong start helps babies grow into healthy, happy children.
- We have asked the Real Group Ltd to deliver this service on our behalf.

Why do we use your information

- We are required by law to provide health and social care services. This means we are covered by law to use your information. We do not always have to ask for your



permission to use your information.

- We will only share information when we need to do so and with people who need to know. We have security in place to stop information being used in the wrong way.
- We also have to make sure we follow data protection laws. This is the UK General Data Protection Regulation. This means we have to provide certain information to you. We use this privacy notice to keep you updated.



What information will we use?

We will use your personal information. This can include the:

- Name, address, postcode, date of birth and gender of the parent/carers and infants.
- Name, phone number and relationship of a friend or family member who could be contacted if there was an emergency whilst you are using the service.

We will also use special category information. This is information that is more sensitive. This can include:

- Health information about you or your infant including information about any disability, special educational needs, long term conditions or pregnancy.
- Information about your mental health.

- Your racial or ethnic origin.
- Your religious beliefs.
- Your sexual orientation.


Sometimes we may collect information which is not special category information. This is information we will be very careful with. This can include:

- The NHS numbers of you and your infant.
- Who lives in the family home and other important family members.
- The names and dates of birth of any other children living at home.
- The contact details for you and your infant's GP.
- Information about a child or young person, if they are in contact with the police or have or have had a social worker.
- Information about whether you or your infant have been involved with the police, social care or other services, for example, those that help families experiencing domestic abuse.
- Information about your family circumstances, such as difficulties with money or housing which may be making life for difficult for you.
- We may collect this information from you, other organisations who look after your health or people that may know you.

We use this information to help us to deliver the Parent and Infant Relationship Service and to:

- Help make sure you and your infant receive the right help and

	<p>support.</p> <ul style="list-style-type: none"> • Understand your individual needs and circumstances. • Keep children and babies safe from harm. • Plan and improve services. • Share information with services in Kent and Medway. This is to make sure everyone who needs to know about your care and support is told. <ul style="list-style-type: none"> • This means we only use information for these purposes only. <ul style="list-style-type: none"> • We also collect information such as name, job role, work email address and phone number from professionals who refer families to the service, ask for advice or who attend training. <ul style="list-style-type: none"> • If you are a professional attending training, we may collect more information, for example, about health or disability, in order to make sure any reasonable adjustments are made.
--	---

	<p>Who will we share your information with?</p> <ul style="list-style-type: none"> • We will only share information to organisations who will help you to look after your health and social care. <p>This can include:</p> <ul style="list-style-type: none"> • GPs, health visitors, doctors, mental health workers. • Teams within KCC who help
---	---



support families, such as the Family Hub or social workers.

- KCC safeguarding teams and other organisations involved in keeping children safe.
- Police.
- Housing providers.
- We will share this information to ask them to provide you with more help, or to make sure everyone is working together to help you. We will usually ask your agreement first, except when we need to share the information to safeguard you or your child/children.
- We may also share information that has your personal details removed. This helps us to keep track of how well we are doing and what we can do to improve. It also helps us to prove that we have used funding correctly to deliver the right types of service.
- We may also need to share your personal information with the Police, the Courts etc. if we are asked to by law.



How long do we keep your information for?

- We can only keep information for as long as we need it.
- We have a record document that tells us how long we can keep information for. This will be different depending on the

	<p>information we use.</p> <ul style="list-style-type: none">• We check regularly to make sure we only keep information that is useful to us.
	<p>What are my rights?</p> <ul style="list-style-type: none">• You have rights under the UK General Data Protection Regulation. They are:• know what we are doing with your information and why we are doing it• ask to see what information we hold about you• ask us to correct any mistakes in the information we hold about you• object to direct marketing• make a complaint to the UK Information Commissioner <ul style="list-style-type: none">• We will let you know if there have been any breaches to your information in line with data protection legislation.
	<p>Who can I contact?</p> <ul style="list-style-type: none">• You can contact the Information Resilience and Transparency Team to exercise your rights.• You can contact our Data Protection Officer to make a complaint or raise a concern.• You can make a complaint to the UK Information Commissioner. You can do this by phoning 0303 123

1113 or [go to their website](#).



How can I find out more information?

- You can use this privacy notice to find out the up-to-date information on how we use your information. This privacy notice was last updated on 26 June 2026.
- You can also view the [Parent and Infant Relationship Service full privacy notice](#) to be added or visit [kent.gov](#).
- Please [email](#) or call [03000 421553](#) if you require an alternative format of this privacy notice.