

# Privacy Policy of Baked For You

*Last updated: 06/10/2024*

At **Baked For You** (“we,” “our,” “us”), we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our services. It also outlines your rights under the General Data Protection Regulation (GDPR). By using our services, you agree to the terms outlined in this Privacy Policy.

## 1. Information We Collect

We may collect and process the following data:

### a) Personal Identification Information:

- Name
- Email address
- Phone number
- Delivery address
- Payment details (collected securely via third-party payment processors)

### b) Non-Personal Information:

- Browser and device information
- Cookies and similar technologies for analytics and functionality
- IP address and location data

### c) Transactional Data:

- Orders placed, payment history, and any communication you have with us regarding your orders.

## 2. How We Use Your Information

We collect and process your personal data for the following purposes:

- **Order Fulfillment:** To process and deliver your orders.
- **Communication:** To send you updates about your orders, promotions, or changes to our policies.
- **Customer Support:** To assist with any queries, complaints, or feedback.
- **Improvement of Services:** To analyze customer preferences and website usage for enhancing our products and services.
- **Legal Obligations:** To comply with legal or regulatory obligations.

## 3. Legal Basis for Processing

Under the GDPR, we process your personal data based on the following legal grounds:

- **Consent:** When you provide consent for receiving marketing communications.
- **Contractual Obligations:** To fulfill the terms of the contract (e.g., when you place an order).
- **Legal Compliance:** To comply with legal obligations, such as financial regulations.
- **Legitimate Interests:** For business analysis, fraud prevention, and improving our services, where such interests are not overridden by your privacy rights.

## 4. Data Sharing and Disclosure

We do not sell or rent your personal data. We may share your data with:

- **Service Providers:** Such as payment processors, delivery partners, and IT support, who assist in providing our services.
- **Legal Authorities:** If required by law or to protect the rights and safety of our business and users.

## 5. International Data Transfers

Your personal data may be transferred to, and processed in, countries outside the European Economic Area (EEA). In such cases, we will ensure that appropriate safeguards (e.g., standard contractual clauses) are in place to protect your data.

## 6. Data Retention

We will retain your personal data only for as long as necessary to fulfill the purposes we collected it for, including to meet legal, accounting, or reporting requirements. After this period, your data will be securely deleted or anonymized.

## 7. Your Rights Under GDPR

Under the GDPR, you have the following rights regarding your personal data:

- **Right to Access:** You can request access to your personal data and obtain a copy of it.
- **Right to Rectification:** You have the right to correct any inaccurate or incomplete personal data.
- **Right to Erasure:** You can request the deletion of your personal data under certain conditions.
- **Right to Restrict Processing:** You have the right to request that we limit the processing of your data.
- **Right to Data Portability:** You can request that your data be transferred to another data controller.
- **Right to Object:** You may object to the processing of your personal data based on legitimate interests or direct marketing.
- **Right to Withdraw Consent:** Where we process data based on your consent, you can withdraw your consent at any time.

To exercise any of these rights, please contact us at [Email Address].

## 8. Cookies

Our website uses cookies to enhance the user experience. You can manage your cookie preferences through your browser settings. For more information, please refer to our [Cookie Policy].

## **9. Data Security**

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, accidental loss, destruction, or alteration. However, no data transmission over the internet is completely secure, and we cannot guarantee the absolute security of your data.

## **10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes via email or a prominent notice on our website.

## **11. Contact Us**

If you have any questions or concerns regarding this Privacy Policy or our data processing practices, please contact us at:

### **Baked For You**

Market Place Unit 8, Five Valleys Shopping Centre, King Street, Stroud, Gloucestershire, GL5 1RR

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