



# Cakewhole

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## **WEBSITE PRIVACY POLICY**

This privacy policy sets out how Cakewhole uses and protects any information that you give Cakewhole when you use this website.

Cakewhole is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Cakewhole may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

This website is not intended for children and we do not knowingly collect data relating to children.

### **We may collect the following information:**

Name

Contact information including email address & postal address

Other information relevant to providing customer service levels

### **What we do with the information we gather:**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

#### **Internal record keeping**

We may use the information to improve our products and services.

We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests.

#### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

#### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We may use traffic log cookies to identify which pages are being used through Google Analytics (like many other websites). They gather anonymous data of how people are using our site and then provide us with visitor statistics,

details of page views etc. to improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

#### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website.

Remember the risks whenever you use the internet. While we do our best to protect your personal information, we cannot guarantee the security of any information that you transmit and you are solely responsible for maintaining the secrecy of any passwords or other account information and therefore we disclaim any responsibility or liability for their policies or actions. Please contact those websites directly if you have any questions about their privacy policies.

#### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at 90 Wilton Street, Plymouth, PL1 5LT  
hello@cakewhole.co.uk

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect. 90 Wilton Street, Plymouth, PL1 5LT      hello@cakewhole.co.uk

For further clarification please use the contact form to contact us.

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