



PRIVACY POLICY

What type of information do we collect?

When you subscribe to our website, we collect your name and email address.

When you enter information on our website, through our contact forms or in any other way, we collect and store any information you provide us with. We also collect personally identifiable information including name, email address, payment details, product reviews and other comments throughout our site - specifically, the shop cake pages and contact us forms.

How do we collect the information?

When you make a purchase through our site, we collect the personal data necessary to fulfil that order i.e. name, address, email address, payment details. This information is solely used for the specific reason of fulfilling that transaction.

Why do we collect such personal information?

We collect personal information for the following reasons:

- 1. For our subscription service: to provide users with ongoing promotional messages and marketing material*
- 2. For our shop cake service: to provide users with updates on the progress of their order, and to enable us to fulfil each order.*
- 3. To monitor our statistical data in terms of number of subscribers/number of visitors to our site.*

How do we store and use site visitor's personal information?

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform which allows us to sell our products to you. Your data may be stored through Wix.com's database storage and Wix.com applications. They store your data on secure servers behind a firewall.

All payments are currently through PayPal. This is a direct payment gateway offered by Wix.com and adheres to the standards set by PCI-DSS as managed by the PCI Security Standards Council. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers. The PayPal Privacy Policy can be found here: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-prev>

How do we communicate with our site visitors?

We may contact you to notify you of the progress of your order, to discuss orders in greater detail, or to troubleshoot. We may also contact you to collect the fee for a bespoke order. If you have subscribed to our website, we will email you occasionally with marketing materials for our blog/recipes and with promotional materials for offers and discounts.

How do we use cookies and other tracking tools?

At present, we only track how many site visitors we receive on a daily basis - this does not include any personal data, unless supplied in one of our contact forms, shop, or on the subscription link. Please find below a table of the cookies which are implemented in every site build by Wix.com:

| Cookie name | Life span | Purpose |
|--------------------------------------|-------------------|---------------------------------|
| svSession | Permanent | Creates activities and BI |
| hs | Session | Security |
| incap_ses_\${Proxy-ID}_\${Site-ID} | Session | Security |
| incap_visid_\${Proxy-ID}_\${Site-ID} | Session | Security |
| nlbi_{ID} | Persistent cookie | Security |
| XSRF-TOKEN | Persistent cookie | Security |
| smSession | Two weeks | Identify logged in site members |

We also use Google Analytics on our site to track what our visitors do whilst on our site. We use IP Anonymization so that your IP address is never saved by Google.

How can you withdraw your consent?

If you don't want us to store your data anymore, please contact us at: info@thebakeryden.com

Privacy Policy updates

We reserve the right to modify this privacy policy at any time, so please review it on more than once occasion. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect and how we use it.