



Privacy Notice for General Data Protection Regulation

Information I collect

When you make an initial enquiry about a cake I will collect information from you over the telephone or by email. Depending on your needs, we may also need to meet in person to discuss your requirements in more detail.

As your prospective cake maker and designer I will need to ask about personal details such as how to contact you, whether you have any dietary requirements, the name and age for any personalisation needed on the cake and your address if you request delivery. I keep all this information on my computer (which is password protected) and in a customer notebook kept in my home office. A back-up copy may also be created on a USB stick.

How I use your information

I use your information to gather all the details I need to understand your requirements and supply you with a cake that meets your needs and expectations. I may also need to share cake-related information pertinent to your order with one of my associates for any work that is outsourced. I use Xero accounting software to collect your details in order to invoice you for your order and monitor payment. Your email details are also stored in my Google mail account but are only used to contact you in relation to an order and not for marketing purposes.

I may also use your contact details to contact you after delivery of your cake as part of my follow up service, to request feedback on the service and product you received. I usually take a photo of your cake on completion and use the image on Facebook on Instagram. I will not use any personal images of you/your family/clients without prior consent.

Who I share your information with

If you decide to order a cake from me, there are certain people I may need to share cake-specific details with including:

- third party suppliers who provide a personalised icing sheets for cake decoration;
- Caroline's Cakes associates who may be involved in making or decorating your cake

Please note I will never share your personal details with any other organisations for marketing or similar purposes.

How long I keep your data for

I will keep your data for as long as is reasonably necessary to provide my products and services to you and to maintain records to satisfy tax and other legal requirements.

Your rights

You have the right to be informed of data collection, request access to your data, request that use of your data be restricted and the right to object to use of the data. If you wish to do any of these things, please contact me using the contact details below.

Contact details

I am the data controller for Caroline's Cakes and my contact details are:

Caroline Pearman
1 Grosvenor Park
Chapel Allerton
Leeds
LS7 3QD

Email: info@carolinescakesca.com

Mobile: 07795 515137

Complaints

If you have a complaint, please raise any concerns you may have with me in the first instance. Ultimately, you can raise a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk