

THE CAKE BUSINESS LOUNGE – PRIVACY POLICY

Last updated: July 2026

Introduction

This Privacy Policy explains how I collect, use, store and protect your personal information when you visit my website, make an enquiry, purchase a product, book coaching or mentoring, join a course or membership, download a free resource, or subscribe to receive marketing emails from The Cake Business Lounge. I am committed to handling your personal information responsibly, transparently and in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This policy explains what information I collect, why I collect it, how long I keep it, who I share it with, and the rights you have regarding your personal information.

Who I Am

The Cake Business Lounge is owned and operated by Kristina (Krissy) Quinton. Throughout this Privacy Policy, 'I', 'me' and 'my' refer to Kristina Quinton trading as The Cake Business Lounge. If you have any questions about this Privacy Policy or how your personal information is used, please contact me using the details at the end of this document.

Information I Collect

Depending on how you interact with my business, I may collect the following information.

Personal Information

Name, email address, telephone number, postal address, billing address, business name, website address and social media profile links.

Coaching Information

Business goals, current challenges, action plans, coaching notes, session summaries, progress updates, documents you choose to share and communications relating to your coaching.

Purchases and Payment Information

Payments are processed securely by Stripe. I do not store your full payment card details. I retain purchase, invoice and payment confirmation information where required.

Technical Information

IP address, browser type, operating system, device information, pages visited, cookie preferences and analytics information.

How I Collect Your Information

I collect information when you complete website forms, book coaching, purchase products, join courses or memberships, download free resources, subscribe to my mailing list, complete Google Forms, attend Zoom sessions, communicate by email, interact with my website or participate in Facebook Groups operated by The Cake Business Lounge. Some information is collected automatically through cookies and analytics technologies.

How I Use Your Information

I use your information to respond to enquiries, provide coaching and mentoring, deliver online courses, manage memberships, process purchases and payments, issue invoices, provide customer support, create coaching notes, monitor progress, improve my services and website,

send newsletters and marketing communications where appropriate, and comply with legal obligations.

Legal Basis for Processing Your Information

Under UK GDPR I rely on the following lawful bases:

- Contract – to provide coaching, courses, memberships, products and process payments.
- Legitimate Interests – to improve services, maintain coaching records, respond to enquiries, analyse website performance and operate my business effectively.
- Consent – for marketing communications where required and optional cookies. Consent may be withdrawn at any time.
- Legal Obligation – to retain financial and accounting records where required by UK law.

Accuracy of Your Information

I take reasonable steps to ensure the information I hold is accurate and up to date. Please let me know if your details change so I can update my records.

Special Category Data

My coaching services are primarily business focused and I do not routinely request special category personal data. If you choose to share sensitive information during coaching, it will only be processed where necessary to provide the coaching service or where otherwise permitted by law, and will always be treated confidentially.

Coaching Sessions, Meeting Notes & AI Tools

To provide the best possible coaching experience, I may use a combination of written notes, meeting recordings, transcripts and AI-generated summaries to support our work together. The purpose of these records is to help me remain fully engaged during our coaching sessions while maintaining accurate records of what was discussed, agreed actions and future objectives. They also provide continuity between sessions, allowing me to better support your progress over time. I only collect information that is relevant to providing my coaching and mentoring services.

Zoom Meetings

Most coaching sessions are delivered online using Zoom. Depending on the nature of the session, meetings may be recorded with your knowledge. Recordings may be used to allow you to revisit training, review advice given during the session or support the preparation of coaching resources. If a meeting is recorded, you will always be aware that recording is taking place. Not all coaching sessions are recorded.

Fathom AI

To assist with note-taking during Zoom coaching sessions, I may use Fathom AI. Fathom AI creates an automated transcript and AI-generated summary of the meeting, allowing me to focus on our conversation rather than taking detailed written notes throughout the session.

These summaries may include:

- Key discussion points
- Action plans
- Agreed next steps
- Important business topics discussed during the meeting

These transcripts and summaries are only used to support the coaching relationship and are not used for automated decision-making or profiling. Where appropriate, transcripts or recordings may be deleted once coaching notes have been completed.

Coaching Notes

Throughout our coaching relationship, I may create confidential coaching notes.

These notes help me to:

- Remember discussions from previous sessions
- Monitor your progress
- Prepare future coaching sessions
- Record agreed actions
- Tailor my coaching to your business and goals

These notes are stored securely and are only accessible by me. They are never sold or shared with third parties for marketing purposes.

Information You Choose to Share

During coaching sessions, you may choose to share information relating to your business.

This may include:

- Financial goals
- Pricing strategies
- Business plans
- Marketing ideas
- Website information
- Client enquiries
- Social media accounts
- Photographs
- Documents
- Spreadsheets
- Business challenges
- Future plans

You are under no obligation to share information that you are uncomfortable providing. Any information you do choose to share will be treated confidentially.

Confidentiality

Confidentiality is an important part of my coaching and mentoring services.

Information discussed during coaching sessions is treated as confidential and will not be disclosed to anyone else unless:

- You have given your permission.
- Disclosure is required by law.
- It is necessary to protect someone's safety or prevent serious harm.

Please note that confidentiality is separate from data protection legislation. This Privacy Policy explains how your personal information is processed, while confidentiality relates to the professional handling of information shared during coaching sessions.

Marketing Communications

I enjoy keeping in touch with members of The Cake Business Lounge community by sharing useful resources, business tips, product updates and information about coaching opportunities.

You may receive marketing emails from me if you have:

- Subscribed to my mailing list.
- Downloaded a free resource.
- Registered for a webinar, workshop or free session.
- Purchased a product or digital download.
- Enrolled on a course.
- Joined a membership.
- Booked coaching or mentoring services.
- Otherwise asked to hear from me.

Where required by law, I will only send marketing emails where you have given the appropriate consent. Every marketing email includes an unsubscribe link, allowing you to stop receiving future emails at any time.

You may also contact me directly if you would prefer not to receive marketing communications. Choosing to unsubscribe from marketing emails will not affect important service emails relating to products or services you have purchased.

Third-Party Service Providers

Like most online businesses, I use carefully selected third-party providers to help deliver my services. These providers only receive the information necessary to perform the services they provide on my behalf. Many of these providers have their own Privacy Policies explaining how they process personal information.

Wix

My website is hosted by Wix. When you browse my website or complete forms, certain information may be processed through Wix to enable the website to function correctly, securely and efficiently.

Stripe

Payments made through my website are securely processed by Stripe. Stripe is responsible for processing your payment information, including payment card details. I do not store your full payment card information.

MailerLite

I use MailerLite to send newsletters, product updates, marketing emails and other communications. If you subscribe to my mailing list, your name and email address will be stored securely within MailerLite. You can unsubscribe at any time using the unsubscribe link included in every marketing email.

Zoom

Zoom is used to deliver online coaching sessions, workshops and meetings. Where recordings or transcripts are created, they are used solely to support the coaching services I provide.

Google Workspace & Google Drive

I use Google Workspace and Google Drive to securely store business documents, coaching resources, client files and other information necessary to operate my business. Access is restricted and protected using appropriate security measures.

Google Forms

Google Forms may be used to collect information for bookings, questionnaires, feedback forms, coaching exercises or event registrations. Only the information necessary for the relevant purpose will be collected.

Google Analytics

Google Analytics helps me understand how visitors use my website. This information is collected in an aggregated form wherever possible and helps me improve website performance, content and user experience. Google Analytics does not allow me to identify individual visitors directly.

Facebook Groups

If you choose to join a Facebook Group operated by The Cake Business Lounge, information you share within the group will also be subject to Meta's own Privacy Policy. Please remember that information you voluntarily post within a group may be visible to other members.

YouTube

Some online courses or educational resources may include videos hosted on YouTube. Viewing these videos may result in YouTube collecting information in accordance with YouTube's own Privacy Policy.

MemberVault

Some digital courses, resources or membership content may be delivered through MemberVault. Where applicable, MemberVault processes personal information necessary to provide access to your purchased content. MemberVault may continue to be used for delivering digital products or courses in the future.

Other Professional Service Providers

From time to time, I may also use trusted professional providers, such as accountants, software providers, website developers or IT support. These providers will only have access to personal information where necessary for them to carry out their services and are expected to protect your information appropriately.

Cookies & Website Analytics

When you visit my website, cookies and similar technologies may be used to improve your browsing experience, remember your preferences and help me understand how visitors use my website. Cookies are small text files that are stored on your device when you visit a website. Some cookies are essential for the website to function correctly, while others help improve website performance or provide anonymous analytics. My website uses a cookie consent banner, allowing you to choose which non-essential cookies you wish to accept. You can also manage or remove cookies through your web browser settings at any time. Some cookies may be placed by trusted third-party providers, such as Google Analytics, to help me understand how visitors use my website and identify ways to improve it. I do not use cookies to make automated decisions about you, nor do I use them to build detailed personal profiles.

International Transfers of Personal Information

Some of the trusted third-party providers I use may store or process personal information outside the United Kingdom. Where this happens, appropriate safeguards are in place to protect your information. These safeguards may include:

- UK International Data Transfer Agreements (IDTAs)
- UK Addendums to the European Commission's Standard Contractual Clauses
- Adequacy Regulations approved by the UK Government

- Other lawful transfer mechanisms recognised under UK data protection legislation

Although information may occasionally be processed outside the UK, I take reasonable steps to ensure your personal information continues to receive an appropriate level of protection.

How Long I Keep Your Information

I only keep personal information for as long as necessary to fulfil the purpose for which it was collected or where required by law. Retention periods vary depending on the type of information involved.

Coaching & Mentoring Clients

Information relating to coaching or mentoring clients is retained for the duration of our coaching relationship and for a reasonable period afterwards, allowing me to respond to queries, provide ongoing support where appropriate and maintain accurate business records.

Financial Records

Invoices, payment records and accounting information are retained for a minimum of seven years in accordance with UK tax and accounting requirements.

Mailing List Subscribers

If you subscribe to my mailing list, your information will remain on my mailing list until you unsubscribe. Every marketing email contains an unsubscribe link, allowing you to remove yourself from future communications at any time.

Enquiries

If you make an enquiry but do not become a client or customer, I may retain your correspondence for a reasonable period in case you contact me again regarding the same enquiry.

Inactive Client Records

Inactive client records will normally be deleted after seven years unless there is a legal reason or legitimate business need to retain them for longer. Where information is no longer required, it will be securely deleted or anonymised where appropriate.

Keeping Your Information Secure

Protecting your personal information is important to me. I use appropriate technical and organisational measures to safeguard the information I hold.

These measures include, where appropriate:

- Password-protected systems
- Encrypted connections (SSL)
- Secure cloud storage
- Restricted access to personal information
- Trusted third-party service providers
- Regular software updates and security measures

Although no method of transmitting or storing information online can ever be guaranteed to be completely secure, I take reasonable steps to minimise risks and protect the personal information entrusted to me.

Your Rights

Under UK data protection law, you have a number of rights regarding your personal information.

These include the right to:

- Request access to the personal information I hold about you.
- Request correction of inaccurate or incomplete information.

- Request deletion of your personal information where appropriate.
- Request restriction of how your information is processed.
- Object to certain types of processing.
- Request a copy of your information in a structured, commonly used and machine-readable format where applicable.
- Withdraw your consent where processing is based on consent.
- Lodge a complaint with the Information Commissioner's Office (ICO).

Some of these rights are subject to legal exceptions.

If you would like to exercise any of these rights, please contact me using the details provided at the end of this Privacy Policy. I aim to respond to requests without undue delay and within the time limits required by UK data protection legislation.

Automated Decision Making

I do not use your personal information to make solely automated decisions that produce legal or similarly significant effects. Although I may use AI-assisted tools, such as Fathom AI, to create meeting summaries or transcripts, these tools do not make decisions about you. All decisions relating to coaching, customer support and business services are made by me.

If There Is a Data Breach

Whilst I take appropriate steps to protect your personal information, no system can ever be completely secure. If I become aware of a personal data breach that is likely to result in a risk to your rights and freedoms, I will investigate the matter promptly and take appropriate action. Where required by law, I will notify the Information Commissioner's Office (ICO) and any affected individuals within the timescales required by UK data protection legislation.

Complaints

I hope that if you ever have concerns about how your personal information has been handled, you will contact me first so I have the opportunity to resolve the matter. However, you also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK's independent authority responsible for upholding information rights. You can find further information about making a complaint or contacting the ICO via:

<https://ico.org.uk/make-a-complaint/>

Changes to This Privacy Policy

I may update this Privacy Policy from time to time to reflect changes in legislation, business practices, technology or the services I provide. The most recent version will always be published on my website, together with the date it was last updated. Where significant changes are made, I may also notify customers or subscribers by email where appropriate.

Contact Details

If you have any questions about this Privacy Policy or how your personal information is used, please contact:

Kristina (Krissy) Quinton - The Cake Business Lounge

Email: hello@thecakebusinesslounge.co.uk

Telephone: 01473 6561165 (phone & WhatsApp)