

Privacy Policy for The Cake Business Lounge

Last Updated: 6th November 2024

At The Cake Business Lounge, we respect your privacy and are committed to protecting your personal data. This privacy policy explains how we collect, use, and handle your information in compliance with the UK Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

1. Contact Information

Business Name: The Cake Business Lounge

Owner: Kristina Quinton

Email Address: hello@thecakebusinesslounge.co.uk

Phone: +447889946806

Address: 84 Dales Road, Ipswich, IP1 4JR, UK

2. Information We Collect

We collect personal data, including:

- **Personal Identifiers:** Name, email address, phone number, postal address, and date of birth.
- **Billing Information:** Billing address, payment details, and any necessary transaction data.
- **Account Information:** Details provided when creating an online account or membership subscription.
- **Technical Data:** IP address and data collected through cookies and Google Analytics for website usage tracking and analysis.

3. How We Collect Your Data

We collect your data through the following means:

- **Forms:** When you fill out forms on our website for services, purchases, and subscriptions.
- **Cookies:** We use cookies to enhance site functionality and analytics; details are outlined in our Cookie Policy.
- **Purchases:** When processing payments through our third-party providers: Stripe, Wix Payments, and PayPal.
- **Subscriptions and Memberships:** When signing up for newsletters or memberships.

4. Purpose of Data Collection

Your personal data is collected and used for:

- **Order Processing:** Booking services, processing purchases, and handling membership subscriptions.
- **Customer Support:** Providing you with responses to inquiries and handling requests.
- **Marketing:** Sending email campaigns with promotional information (via MailerLite).
- **Analytics:** Using Google Analytics to improve user experience and understand website usage.

5. MemberVault and Course/Membership Access

We use a third-party platform, **MemberVault**, to host and manage course and membership content. When you purchase courses or subscriptions through MemberVault, you create a login account on that platform, which collects and processes your data for access management. MemberVault securely stores and manages your personal information in alignment with GDPR. However, The Cake Business Lounge remains the data controller of your information, and you may contact us to exercise your data rights, as outlined in this policy.

6. Legal Basis for Processing Data

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

- **Consent:** For email marketing and cookies, as per your opt-in preferences.
- **Contractual Obligations:** For processing transactions and fulfilling orders.
- **Legitimate Interests:** For analytics, improving our services, and handling inquiries.

7. Data Sharing and Third-Party Providers

We do not share your personal data with any third parties for their marketing purposes. We only share data with service providers necessary to operate our business, such as:

- **Payment Processors:** Stripe, Wix Payments, and PayPal, for secure transactions.
- **Email Marketing Platform:** MailerLite, to manage our email communications.
- **Analytics Provider:** Google Analytics, to analyze site usage and improve functionality.
- **Course & Membership Platform:** MemberVault, for course and membership hosting.

8. Cookies and Tracking Technologies

We use cookies on our website for functionality and analytics purposes. You can control cookie preferences in your browser or through our cookie consent manager. Our use of Google Analytics includes data collection through cookies to understand site usage patterns and optimize content. More details are available in our [Cookie Policy].

9. Data Security

We take data security seriously and use industry-standard security measures:

- **Encryption and SSL Certificates:** We secure personal data in transit and at rest.
- **Access Controls:** Only authorized personnel have access to your data.

10. Your Rights Under GDPR

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

- **Access:** Request a copy of your personal data we hold.
- **Rectification:** Correct any inaccuracies in your data.
- **Erasure:** Request deletion of your data where legally permitted.
- **Restriction of Processing:** Limit how we use your data under certain circumstances.
- **Data Portability:** Obtain a copy of your data in a structured, commonly used format.
- **Right to Object:** Opt-out of certain data processing, including direct marketing.
- **Withdraw Consent:** Withdraw your consent at any time if processing is based on consent.

To exercise these rights, please contact us at hello@thebakingbusinesslounge.co.uk.

11. Data Retention

We retain your data only as long as needed to provide our services or as required by law. Account data is retained while you maintain an account with us and is deleted upon closure, except where retention is legally required.

12. International Data Transfers

We use GDPR-compliant Standard Contractual Clauses (SCCs) for international data transfers, ensuring adequate data protection when personal data is processed outside the UK or EU.

13. Data Breach Notification

In the unlikely event of a data breach affecting your personal information, we are prepared to notify affected individuals and relevant authorities within 72 hours, in compliance with GDPR.

14. Privacy Policy Updates

We may update this privacy policy from time to time to reflect changes in our practices or for legal, regulatory, or operational reasons. If changes are significant, we will notify you via email or a notice on our website.

15. Children's Privacy

Our services are intended for users aged 18 and above. We do not knowingly collect personal data from children.

16. Contact Us

If you have any questions or concerns regarding our privacy practices or this privacy policy, please contact us at hello@thecakebusinesslounge.co.uk