

The Yorkshire cake company

Privacy Policy

Last Updated: March 2025

The Yorkshire Cake Company ("we," "us," or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website, place an order, or interact with us.

1. Information We Collect

We may collect and process the following types of personal information:

1.1 Information You Provide to Us

Your name, address, phone number, and email when placing an order.

Payment details when purchasing cakes or bakes.

Any dietary requirements or allergy information provided for an order.

Communications with us via email, phone, or social media.

1.2 Information We Collect Automatically

Website usage data, including IP addresses, browser type, and browsing behaviour.

Cookies and similar tracking technologies (see Cookies section below).

1.3 Information from Third Parties

Payment providers (e.g., Wix Payments, BakeDiary) may provide us with transaction details, but we do not store your payment information.

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2. How We Use Your Information

We use your personal information for the following purposes:

To process and fulfil orders, including arranging delivery or collection.

To communicate with you about your order, respond to queries, or provide support.

To improve our services, website experience, and marketing.

To comply with legal and regulatory obligations.

3. Sharing Your Information

We do not sell, trade, or rent your personal data. However, we may share your information with:

Payment processors for secure transactions.

Delivery services to fulfil your order.

Legal or regulatory authorities when required by law.

4. Data Retention

We retain your personal information only as long as necessary for the purposes outlined in this policy, such as:

Order records for accounting and tax purposes (typically 6 years).

Customer communications for up to 12 months after your last interaction.

5. Your Rights

Under UK data protection laws, you have the right to:

Access the personal data we hold about you.

Request correction or deletion of your data.

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Object to or restrict data processing.

Withdraw consent for marketing communications.

Lodge a complaint with the UK Information Commissioner's Office (ICO).

To exercise any of these rights, please contact us at adelgascoigne@gmail.com

6. Cookies and Tracking

We use cookies to improve your browsing experience and analyse website traffic. You can manage cookie settings through your browser.

7. Data Security

We implement appropriate security measures to protect your personal data from unauthorised access, loss, or misuse. However, no system is 100% secure, so we cannot guarantee absolute security.

8. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated date.

9. Contact Us

If you have any questions about this Privacy Policy, please contact:

The Yorkshire Cake Company

Email: adelgascoigne@gmail.com

Website: www.theyorkshirecakecompany.com