



DD's Cupcakes - Privacy Policy

Last updated May 29, 2018

DD's Cupcakes ("us", "we" or "our") are committed to protecting your privacy. This Privacy Policy describes the personal information we collect through our website at www.dds-cupcakes.com emails, texts or phones calls as well as and any Social Media platforms we use to talk to you, our customers, as well as how we collect and use that information.

The term "personal information" is defined as details that you voluntarily provide to us that personally identifies you and/or your contact information, such as your name, phone number, and email address.

This Privacy Policy applies to all website visitors, customers and potential customers. By engaging with DD's Cupcakes and its products or services, you agree to this Privacy Policy, without modification, and acknowledge reading it. You also agree to review this policy periodically to make yourself aware of any changes, which DD's Cupcakes will post here.

WHAT INFORMATION WE GATHER:

DD's Cupcakes only collects the personal information which you have provided to us willingly, which is relevant to any order or enquiry you make. I also collect digital data about your interactions with DD's Cupcakes website.

This may include:

- Your name
- Your email address
- Your street address
- Personally significant dates like birthdays, wedding dates and event dates.
- IP address
- Your interaction with our website
- Allergies and any other relevant health considerations

We will never ask you for information that is not relevant to your order or the products and/or services you have made an order or enquiry about.

WHAT WILL WE DO WITH ALL OF THAT INFORMATION?

Most of the time, personal information DD's Cupcakes receive will be used to quote an order for something tasty, make a cake or invoice & deliver baked deliciousness!

DD's Cupcakes may also send you emails from time to time, and use your info to improve the service we provide.

Visitor Tracking

DD's Cupcakes may record information regarding your use of our website, such as the searches you make, the pages you view, your browser type, IP address, requested URL, referring URL, and timestamp information.

We use this type of information to judge how well the Website is serving our business and also you, as the Customer.

Cookies

DD's Cupcakes may send cookies to your computer in order to uniquely identify your browser and improve the quality of our websites service. The term "cookies" refers to small pieces of information that a website sends to your computer's hard drive while you are viewing www.dds-cupcakes.com. This may be both session cookies (which expire once you close your browser) and persistent cookies (which stay on your computer until you delete them). You have the ability to accept or decline cookies using your web browser settings. If you choose to disable cookies, some areas of www.dds-cupcakes.com may not work properly or at all.

Marketing

DD's Cupcakes will not contact you for marketing purposes; we will only contact you with regards to an order or enquiry.

We are always thrilled to receive photos of your cakes at your special events and would very much like to use these for our marketing, whether that be on our website, social media accounts, print media or paid advertising. DD's Cupcakes will always obtain your explicit consent before doing so.

3RD PARTIES:

DD's Cupcakes does share your information with trusted 3rd parties who help us run the DD's Cupcakes website, processing payments, occasionally assisting with deliveries and servicing clients and web visitors. These trusted 3rd parties agree to keep this information confidential. Your personal information will never be shared with unrelated 3rd parties and you will be advised or it will be clear who your information has been shared with.

If you want to know more about how any of our 3rd Parties treat your personal information please feel free to check out their Privacy Policies.

DD's Cupcakes Trusted 3rd Parties are:

- Trusted individuals who help out with deliveries
- Backups in secure files in Google Cloud
- Wix invoicing

Social Media

DD's Cupcakes use Social Media, as businesses tend to these days. Mostly to share pictures of cakes that we are proud of but also to advertise our products. You are not required to follow our Social Media accounts and DD's Cupcakes won't ever ask any of our employees to adjust their conduct on their own Social Media accounts while they work for us.

Payment

DD's cupcakes accept payments via Bank Transfer, SumUp or Cash and only keep details of the nature of the payment and it's connected order.

We are not provided with your card or bank details by our Payment Gateway and if you would like more information please check their privacy policy <https://sumup.co.uk/privacy/>. If you pay by Bank Transfer then we will have the account information provided by your bank however we never receive all of the details that would be required to process a transaction without your consent or involvement. If you would like more information about what details we receive then please check the Privacy Policy of the Bank you, the Customer, use.

SECURITY & DATA STORAGE:

DD's Cupcakes take the security of the personal information you have trusted us with very seriously and have taken precautions to keep it secure.

All physical paperwork is kept in a locked filing cabinet for which only DD's Cupcakes owners have access to. This is only unlocked while paperwork is being reviewed or updated and kept locked at all other times.

All digital copies of files are kept on a password protected computer and are themselves password protected so no one could accidentally access them. I am the only one who has access to these passwords.

All emails exchanged between DD's Cupcakes and you are stored in our Email Account which is password protected. Emails are periodically deleted when they are no longer needed for active or potential orders.

All messages exchanged through any Social Media Messaging platform (such as Facebook, Twitter or Instagram) are password protected and can only be accessed by DD's Cupcakes with multi factor authentication. These messages will also be deleted periodically when they are no longer needed for active or potential orders.

Any payments received through our Payment Gateway, is protected by the security measures of that Payment Gateway as well as password protection and multi factor authentication where available.

Similarly, all payment information received through bank transfers are protected by Halifax's own security measures.

It is no one's intention that your personal information be accessed by an unauthorised 3rd Party for misuse or disclosure. With that being said, no exchange of data over the Internet can be guaranteed as 100% secure. While we make every effort to protect your personal information shared with us, you acknowledge that the personal information you share with us willingly through www.dds-cupcakes.com, and DD's cupcakes Social Media Accounts or Data Storage System could be accessed or manipulated by a 3rd party.

You agree that DD's Cupcakes are not responsible for any intercepted information shared through DD's Cupcakes Website without our knowledge or permission. Additionally, you release DD's Cupcakes from any and all claims arising out of or related to the use of such intercepted information in any unauthorised manner.

Your Right To Be Forgotten

You have the right to request from us details of all personal information we hold about you. You can also request that we destroy or permanently delete all of this information, which we will gladly do. DD's Cupcakes cannot, however, delete or destroy any records that specifically relate to your purchase history as we are legally obligated to keep these records for Tax purposes.

Should you request a full report of all personal information we hold about you we will reply within 4 weeks of this request and try to provide you with that report as soon as possible after our initial reply.

Please know that DD's cupcakes have no intention of making you wait longer than is necessary for this report, while also acknowledging that we are a small business with limited resources. This is no way infringes on your Right To Be Forgotten.

CONTACT:

If you have any questions about this Privacy Policy, would like to request information regarding your personal data or you just want to chat about cakes and cupcakes then you can reach us here:

www.dds.cupcakes8@gmail.com

www.dds-cupcakes.com

www.facebook.com/ddscupcakes8/

www.instagram.com/dds.cupcakes

www.twitter.com/DDsCupcakes8