

Privacy Policy



Introduction

Gem's Cakes (also referred to as "we", "us" and "our") is committed to protecting your personal information.

This policy contains important information about what personal data we collect, why we need it, what we do with it, and your rights.

This version of our Privacy Policy was updated 17th May 2018. Please see our website for the latest version: <http://www.gemscakes.com/privacypolicy>.

How we use your personal data

We may process information contained in any enquiry you submit to us regarding goods and/or services (enquiry data). The enquiry data may be processed for the purposes of offering, marketing and selling relevant goods and/or services to you. The legal basis for this processing is consent.

We may process data about your order with Gem's Cakes (service data), which may include your name, phone number, and email address. The account data may be processed so we can continue providing you with our services, maintain back-ups of our databases, and communicate with you. The legal basis for this processing is our legitimate interests, so we can continue to provide you with the goods and/or services you have requested.

We may process your name, your contact details, and information contained in communications (customer relationship data). This data may be processed for the purposes of managing our relationships with customers, communicating with customers, keeping records of those communications and promoting our products and services to customers. The legal basis for this processing our legitimate interests.

We may process information that you post for publication on our website or social media (publication data). The publication data may be processed for the purposes of enabling such publication and administering our website and services. The legal basis for this processing is consent.

We may process data about your use of our website and services (usage data), which may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views etc. The source of the usage data is Google Analytics. The legal basis for this processing is our legitimate interests.

We may process information relating to the purchase of goods and services (transaction data). This data may include your contact details, your bank account or card details and the transaction details. It may be processed to supply the purchased goods and services and keep proper records of those transactions. The legal basis for this processing is our legitimate interests.

We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (notification data). This data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is consent.

We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests.

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We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is our legitimate interests.

In addition to the specific purposes for which we may process your personal data set out here, we may also process any of your personal data to comply with a legal obligation to which we are subject.

Please do not supply any other person's personal data to us, unless we ask you to do so.

Providing your personal data to others

Financial transactions relating to our website and services may be handled by our payment services provider, PayPal. We will share transaction data with our payment services provider only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices at <https://www.paypal.com/uk/webapps/mpp/ua/privacy-prev>.

International transfers of your personal data

The hosting facilities for our website are situated in Europe and the US. Wix.com is certified under the EU-US Privacy Shield Framework and the Swiss-US privacy Shield Framework as set forth by the U.S. Department of Commerce, regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States, and therefore adheres to the Privacy Shield Principles.

You acknowledge that any data that you submit for publication through our website or services may be available, via the internet, around the world. We cannot prevent the use (or misuse) of such personal data by others.

Retaining and deleting personal data

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

We will retain your personal data for a minimum period of 6 years following the date of your order, to comply with HMRC.

We may also retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or to protect your vital interests or the vital interests of another natural person.

Your rights

Your principal rights under data protection law are:

-) the right to access
-) the right to rectification
-) the right to erasure
-) the right to restrict processing
-) the right to object to processing
-) the right to data portability
-) the right to complain to a supervisory authority

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) the right to withdraw consent.

You may exercise any of your rights in relation to your personal data contacting gem@gemscakes.com.

If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection.

Information Commissioner's Office
2nd Floor Churchill House
Churchill Way
Cardiff
CF10 2HH
029 2067 8400
wales@ico.org.uk

About cookies

We use cookies on our website. Not delicious ones you can eat, unfortunately. We're referring to the small data files that are stored on your device to help us improve your experience. If those cookies aren't essential to the provision of our services, we'll ask you for consent when you first visit the site.

Cookies may be either "persistent" cookies which remain valid until their set expiry date, or "session" cookies which expire when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>.

Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on our website.

Our details

This website is owned and operated by Gemma Crutchlow-Porter trading as Gem's Cakes. You can contact us using our website contact form or by email, using gem@gemscakes.com.