

# Privacy Policy – LolasBakes Limited

**Effective Date:** 20<sup>th</sup> March 2023

At **LolasBakes Limited** (“we,” “us,” or “our”), we are committed to safeguarding your privacy. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website, [www.lolasbakes.co.uk](http://www.lolasbakes.co.uk), make inquiries, or place orders with us.

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## 1. Information We Collect

We may collect and process the following types of information:

### Personal Information:

- Name, email address, and phone number when you fill out a contact form or place an order.
- Billing and delivery address for order fulfilment.
- Payment details are processed securely through your bank or third payment processors.

### Order and Purchase Information:

- Details of the products you order and transaction history.

### Website Usage Information:

- IP address, browser type, and other analytical data through cookies and similar tracking technologies to improve user experience.
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## 2. How We Use Your Information

We use your personal information to:

- Process and fulfill your orders, including payments and delivery.
  - Contact you regarding your orders or respond to inquiries.
  - Send marketing communications if you have opted in to receive them.
  - Improve our website’s functionality and personalise your experience.
  - Comply with legal obligations, such as record-keeping and fraud prevention.
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## 3. How We Protect Your Information

We take appropriate technical and organisational measures to protect your personal information from unauthorised access, alteration, or disclosure. Our website uses secure encryption protocols (SSL) to protect sensitive data during transmission.

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## 4. Sharing Your Information

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

- **Service Providers:** Payment processors, delivery companies, and marketing platforms.

- **Legal Authorities:** When required to comply with applicable laws and regulations.
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## 5. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance user experience and analyse website traffic. You can choose to disable cookies through your browser settings, but this may affect your browsing experience.

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## 6. Your Rights

Under UK data protection laws (including GDPR), you have the right to:

- Access the personal information we hold about you.
- Request correction of inaccurate or incomplete data.
- Withdraw consent for marketing communications at any time.
- Request deletion of your personal information, subject to legal requirements.

To exercise these rights, please contact us at [lolasbakes@yahoo.co.uk](mailto:lolasbakes@yahoo.co.uk)

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## 7. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this policy, including legal, accounting, or reporting requirements.

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## 8. Third-Party Links

Our website may include links to third-party websites. We are not responsible for the privacy practices of these websites.

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## 9. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

 **Email:** [lolasbakes@yahoo.co.uk](mailto:lolasbakes@yahoo.co.uk)

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## 10. Updates to This Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page, and we encourage you to review it regularly.