

## **PRIVACY STATEMENT**

We, The Cake Shop Ltd are committed to protecting the privacy of anyone using our site and the confidentiality of any information that you provide us with. The purpose of this statement is to set out how we use any personal information that we may obtain from you.

### **Data Protection Act 1988**

We are registered under the Data Protection Act and comply with the Act in all our dealings with your personal data.

### **Use and collection of personal information**

In general you can visit our website without telling us who you are and without revealing any information about yourself. If, however, you use our site you may need to register and you will be asked to provide certain information such as your contact details. We will store this data and hold it on computer or otherwise.

We may use information that you provide:

- (a) To register you with our website and to administer it.
- (b) For assessment and analysis e.g. marketing, customer and product analysis, to enable us to review, develop and improve our services.

### **Cookies**

There is a technology called "cookies" which may be used by us to provide you with, for example, customised information from our website. A cookie is an element of data that a website can send to your browser which may then store it on your system. If you wish, you can usually adjust your browser so that your computer does not accept cookies. Please remember cookies do not contain confidential information such as your home address, telephone number or credit card details. We do not exchange cookies with any third party websites or external data suppliers.

### **Security**

We endeavour to take all reasonable steps to protect your personal information. However, we cannot guarantee the security of any data that you disclose online and we will not be responsible for any breach of security unless this is due to our negligence or wilful default.

### **General**

You have the right to see personal data (as defined under the Data Protection Act) that we keep about you upon receipt of a written request and payment of a fee of £10. Any request should be sent to:

The Data Controller, The Cake Shop Ltd, 13 Bridge Street, Banbury, Oxfordshire.  
OX16 5PN