

# PRIVACY POLICY

## Our Privacy Statement

*You will need to share with us some of your personal information for us to bake for you! We will do everything we can to keep that information safe, we will never contact you with marketing unless you provide us with your consent, and if you ever wish to have your details removed, just drop us a quick email. We may contact you as part of the transaction using the details you have given, and we use 3rd party applications (for order tracking etc) but only essential data is shared. Whilst on the website, your browsing history is stored, and we use google analytics to review the performance of the site with this data. Thanks for reading.*

## What information do you collect?

Sticky and Sweet Cupcakes Limited does not knowingly collect your personally identifiable information without your consent. To place an order, you will be asked to provide personal details such as a valid e-mail address and then provide additional details such as complete credit or debit card details and delivery and billing address.

## What happens when you visit our site?

Sticky and Sweet Cupcakes Limited may use various measures to collect further information about your habits to maintain and enhance your experience online.

For example, we may record the frequency and scope of your use of the Services, the duration of your sessions, the web pages that you visit, the information that you read, whether you have visited the Services before, the Internet Protocol (IP) address that you use to access the Services, the geographic location of the computer system that you are using to sign-in or use the Services and the browser and operating system that you use.

Sticky and Sweet Cupcakes Limited may collect and organize such information either by itself or by a third-party service (e.g., Google Analytics)

## What does Sticky and Sweet Cupcakes Limited do with your personal information?

We will use the information you provide to ensure a smooth transaction with us. This means that we may use your personal information to contact you regarding your order, and to

provide you with updates and notifications throughout your order process to keep you well informed.

If you have provided prior consent, we may contact you with marketing information about new products and services we offer.

And finally,

to comply with any applicable law and assist law enforcement agencies as required;

to collect fees and debts, and to prevent fraud, misappropriation, infringements, identity thefts and any other misuse of the Services;

to take any action in any case of dispute, or legal proceeding of any kind between you and us, or between you and other users or third parties with respect to, or in relation with the Services;

For any other purpose stipulated in this policy, or in the Terms of Use.

The information Sticky and Sweet Cupcakes Limited shares with others  
Sticky and Sweet Cupcakes Limited does not sell, rent or lease your personally identifiable information to third parties for any of their marketing purposes.

Sticky and Sweet Cupcakes Limited may share personally identifiable information with others in any of the following instances, or subject to your explicit consent:

When you use the Services. In these cases, Sticky and Sweet Cupcakes Limited will share your information only to the extent required to facilitate your use of the Services, including by transmitting your order details and your credit or debit card details, or using an external order tracking system, which requires the uploading of your order details and address.

If Sticky and Sweet Cupcakes Limited reasonably believes that you have breached the Terms of Use, or abused your rights to use the Services, or performed any act or omission that Sticky and Sweet Cupcakes Limited reasonably believes to be violating any applicable law, rules, or regulations. In these cases, Sticky and Sweet Cupcakes Limited may share your information with law enforcement and other competent authorities, and with any third party, as may be required to handle any result of your wrongdoing;

## Opt Out and deletion of personally identifiable information

At any time, you may opt out of Sticky and Sweet Cupcakes Limited's mailing lists, by sending Sticky and Sweet Cupcakes Data controller an email to:

[stickyandsweetcupcake@gmail.com](mailto:stickyandsweetcupcake@gmail.com). In any case, Sticky and Sweet Cupcakes Limited will not share your personally identifiable information with any advertisers, without your explicit consent. It may take Sticky and Sweet Cupcakes Limited up to Ten (10) business days for your opt-out request to take effect.

If you wish to delete your personally identifiable information that is stored on Sticky and Sweet Cupcakes Limited's database, you can either notify Sticky and Sweet Cupcakes Limited of such a request at the following email address: [stickyandsweetcupcake@gmail.com](mailto:stickyandsweetcupcake@gmail.com) or you can delete your account via the 'My account' page when logged in. Sticky and Sweet Cupcakes Limited may refuse your request, for example, if Sticky and Sweet Cupcakes Limited believes that deletion of certain information may jeopardize certain activities on the Services, or harm other users. In any case, Sticky and Sweet Cupcakes Limited may keep any aggregated or anonymized information for statistical, marketing and other purposes.

## Information security

Sticky and Sweet Cupcakes Limited implements information security systems and procedures, to secure the information stored on Sticky and Sweet Cupcakes Limited's system. Specifically, Sticky and Sweet Cupcakes Limited uses Secure Socket Layer ('SSL') protocol, encryption, firewalls and other systems and procedures to secure your personal information gathered when you register with the Services, place orders and use the Services. Such systems and procedures reduce the risk of security breaches, but they do not provide absolute security. Therefore, Sticky and Sweet Cupcakes Limited cannot guarantee that the Services are immune to unauthorized access to the stored or transmitted information and to other information security risks. If Sticky and Sweet Cupcakes security is breached, you will be duly notified.

## Changes to this Privacy Policy

Sticky and Sweet Cupcakes Limited may change and update the terms of this policy from time to time. All substantial changes that Sticky and Sweet Cupcakes Limited makes to this policy will be notified on the Services and take effect thirty (30) days following their initial

posting. Other changes will take effect seven (7) days after their initial posting on the Services, unless Sticky and Sweet Cupcakes Limited amends the policy to comply with legal requirements. In the latter cases the amendments will become effective as required, or ordered.

If you do not agree with any of the amendments to this policy, then you must avoid any further use of the Services.

Contact us

You are welcome to contact Sticky and Sweet Cupcakes Limited with requests, comments and questions regarding this privacy policy by email at: [stickyandsweetcupcake@gmail.com](mailto:stickyandsweetcupcake@gmail.com)