



# The Baking Butterfly

## Customer Privacy Policy

This privacy policy tells you what to expect us to do with your personal information.

Our contact details *email: [info@thebakingbutterfly.com](mailto:info@thebakingbutterfly.com)*

### What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery:**

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Health information (including dietary requirements, allergies and health conditions)
- Website user information (including user journeys and cookie tracking)
- Photographs or video recordings
- Information relating to compliments or complaints
- Information relating to sponsorship

We also collect or use the following information to **provide services and goods, including delivery:**

- Health information (including dietary requirements, allergies and health conditions)

We collect or use the following information for **the operation of customer accounts and guarantees:**

- Names and contact details
- Addresses
- Purchase history
- Account information, including registration details
- Marketing preferences

We collect or use the following information for **service updates or marketing purposes:**

- Names and contact details

- Addresses
- Marketing preferences
- Location data
- Recorded images, such as photos or videos
- Purchase or viewing history
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information for **research or archiving purposes**:

- Names and contact details
- Addresses
- Recorded images, such as photos or videos
- Purchase or viewing history
- Personal information used for administration of research

We collect or use the following information to **comply with legal requirements**:

- Financial transaction information

## Lawful bases

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Consent
- Contract
- Legitimate interest:
  - Allergy information to ensure products are correctly labelled to prevent harm to customer.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Consent
- Contract

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent

Our lawful bases for collecting or using personal information for **research or archiving purposes** are:

- Consent

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Consent

## Where we get personal information from

- People directly

## How long we keep information

We keep your personal contact information including name, address, email address and contact number for the duration of our interaction, i.e. initial enquiry until delivery.

Name, email and contact number will be retained for one year from end of previous interaction. This enables a smoother service for repeat customers.

All other information will be deleted at the end of our initial interaction.

If consent has been given, personal contact details will be added to the mailing list for future marketing purposes. You can request to be removed from this list at any point.

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal data.

**Your right to rectification** - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal data in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

**Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

26 May 2024