

Popatoo Cakes – Customer Privacy Notice

This privacy notice explains how Popatoo Cakes collects, uses, and protects your personal information when you place an order, make an enquiry, or otherwise interact with us.

Contact details

Business name: Popatoo Cakes

Telephone: 07841 495686

Email: info@popatoo.com

What information we collect, use, and why

We may collect and use the following personal information to provide our services, manage orders, and communicate with you:

- Names and contact details (such as email address and telephone number)
- Delivery and billing addresses
- Order details and personalisation information
- Health information where relevant (including dietary requirements and allergy information)
- Names and dates of birth where provided for cake customisation

We collect this information so we can:

- Respond to enquiries
- Process and fulfil orders
- Deliver cakes safely and accurately
- Communicate with you about your order
- Meet legal, accounting, and food safety requirements

Lawful bases and your data protection rights

Under UK data protection law, we must have a lawful basis for using your personal information. Depending on the situation, we rely on the following lawful bases:

- **Consent** – where you have given us clear permission to use your information (for example, providing allergy details or contacting us with an enquiry). You can withdraw your consent at any time.
- **Contract** – where processing your data is necessary to fulfil an order or provide a service you have requested.
- **Legal obligation** – where we are required to keep certain records for tax, accounting, or regulatory purposes.

Your rights

You have the right to:

- Ask for copies of your personal information
- Ask us to correct or delete inaccurate or incomplete information
- Ask us to delete your personal information in certain circumstances
- Ask us to limit how we use your information

- Object to how we use your information
- Request that we transfer your information to you or another organisation
- Withdraw consent at any time where consent is used

We will respond to all valid requests within **one month**.

To make a request, please contact us using the details above.

Where we get personal information from

We collect personal information **directly from you**, for example when you:

- Place an order
- Contact us by email, phone, social media, or contact forms
- Provide details for a custom cake

How long we keep your information

We only keep your personal information for as long as necessary for the purposes it was collected.

- **Customer order records:** kept for up to **6 years** to meet tax, accounting, and legal obligations
- **Enquiries that do not result in an order:** kept for up to **12 months**
- **Health and allergy information:** kept only for as long as needed to fulfil your order, then securely deleted
- **Marketing communications:** kept until you unsubscribe or ask us to remove your details

Once the retention period has ended, your data is securely deleted.

How to complain

If you have any concerns about how we use your personal data, please contact us first using the details above and we will do our best to resolve the issue.

If you are not satisfied with our response, you can complain to the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline: 0303 123 1113

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