



Privacy Policy

Last updated: 13th September 2024

This Privacy Policy describes how The Little Cupcake House uses and protects any information that you give The Little Cupcake House when you use this website or our services.

We use your personal data to provide and improve our services. By using our services, you agree to the collection and use of information by which you can be identified in accordance with this privacy policy.

Personal Data

While using our service, we may ask you to provide The Little Cupcake House with the following information:

- Name
- Email address
- Phone number
- Address
- Event information, such as date.
- Photographs, if necessary for a cake/cupcake/bouquet design.

Use of Your Personal Data

The Little Cupcake House uses your personal data to understand your requirements and provide you with a better service. In addition, The Little Cupcake House may use your personal data in the following ways:

- To provide and maintain our service, including monitoring the usage of our service.
- To contact you by email, telephone, SMS, or other equivalent forms of electronic communication in response to your enquiry and to complete your enquiry or order.
- For other purposes: We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to

evaluate and improve our service, products, marketing and your experience.

The Little Cupcake House do not share your personal data with any other party without your prior consent, unless we are required to do so by law. We do not send marketing emails.

Retention of Your Personal Data

The Little Cupcake House will retain your personal data only for as long as is necessary for the purposes set out in this Privacy Policy.

- In order to fulfil our service to you, and in the event of matters arising out of the service we provide, The Little Cupcake House will retain and use your data to resolve disputes, and enforce our legal agreements and policies.
- Quotations and invoices are stored for at least 5 years after the 31st January submission deadline of the relevant tax year in accordance with HMRC requirements.

Security of Your Personal Data

The Little Cupcake House store your data in password-protected electronic format and/or in printed format within secure storage on our premises.

Deleting your personal data

Personal information in printed format is shredded, and electronic data is deleted from our computer systems.

Contact Us

If you have any questions about this Privacy Policy, you can contact us by emailing info@thelittlecupcakehouse.com.