

Privacy Policy

Note: This policy has recently been updated to include reference to the GDPR (General Data Protection Regulation) that comes into effect 25th May 2018.

This privacy policy covers the use of the website located at www.blissful-baking.co.uk. This includes how Blissful Baking treats personal information.

Blissful Baking is committed to safeguarding the privacy of our users. Under the terms of the Data Protection legislation, we are required to explain to you how we will treat any personal and/or private data which we collect from you.

Information we collect and how we use it

The information we collect via the website may include any personal details you knowingly provide us through the online contact form and Blissful Baking's email such as name, address, telephone number.

Any personal information we collect from this website will be used in accordance with the GDPR and other applicable laws. The details we collect will be used purely for the purposes of running our business including:

1. To process your order, to provide after sales service (we may pass your details to another organisation to deliver products you have purchased and/or to provide after-sales service).
2. In certain cases we may use your email address to send you information on our other products. In such a case you will be offered the option to opt in/out through the order form prior to completing your purchase.

We will not disclose any personal information we collect about you to a third party without your approval.

Cookies

We use Google Analytics to track and report on website traffic in order to improve the website. Hence cookies track user activity so we can look at things like time people visit the website, what pages they visit, what region in the world are viewing the site. Information obtained is not attributable to a customer or potential customer by name but through collective statistics only.

We can use such analysis to gain insights about how to improve the functionality and experience of the website.

Your rights

You have the right to request a copy of any information that we currently hold about you.

Blissful Baking reserves the right to modify this privacy statement at any time.