



Privacy Policy

Cake Queen from Number 6

Operated by Belinda Hilton (Sole Trader)

1. Introduction

Cake Queen from Number 6 respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how personal data is collected, used, and stored when you contact or place an order with Cake Queen from Number 6 through the website, email, or social media.

For the purposes of data protection law, the data controller is:

Belinda Hilton

Cake Queen from Number 6

Email: cakequeenfromnumber6@gmail.com

2. Information We Collect

When you make an enquiry or place an order, the following personal information may be collected:

- First and last name
- Email address
- Telephone number (for confirmed orders)
- Order details (including cake type, event date, and design information)
- Inspiration images voluntarily provided by you
- Payment confirmation details
- Collection arrangements

This information is collected only when voluntarily provided by you.

3. How Your Information Is Used

Your information is used solely for legitimate business purposes, including:

- Responding to enquiries
- Processing and managing cake orders
- Communicating about your order
- Arranging payment and collection
- Maintaining business and accounting records

At present, Cake Queen from Number 6 does **not** send marketing emails or newsletters.

Your information will not be used for promotional purposes without your consent.

4. Payments

Payments are made via:

- Bank transfer, or
- SumUp payment processing services

Cake Queen from Number 6 does not store card or payment details. Payment information is processed securely by the relevant payment provider according to their own privacy policies.

5. Website Forms & Cookies

This website is hosted on the Wix platform. Wix may automatically collect certain technical information through cookies and analytics tools, including:

- Website usage data
- Device and browser information
- Basic visitor analytics

These cookies help ensure the website functions correctly and improve user experience.

You may manage cookie preferences through your browser settings.

6. Sharing of Information

Personal information is not sold, shared, or distributed to third parties.

Information may only be shared where necessary with:

- Website hosting providers (Wix)
 - Payment processors (SumUp or banking institutions)
 - Legal or regulatory authorities if required by law
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7. Data Retention

Customer information is retained only as long as necessary for business and legal purposes, including accounting and tax record requirements. Records may be kept for up to **six years** in accordance with UK financial regulations.

8. Your Data Protection Rights

Under UK GDPR, you have the right to:

- Request access to your personal data
- Request correction of inaccurate information
- Request deletion of your data where legally permitted
- Object to or restrict processing in certain circumstances

Requests can be made by contacting:

cakequeenfromnumber6@gmail.com

9. Children's Privacy

Cake Queen from Number 6 does not knowingly collect personal data from children under the age of 16.

10. Home Business Privacy

Cake Queen from Number 6 operates from a private residential address.

The collection address is provided only to confirmed customers after an order has been agreed. The business address is not publicly published to protect personal privacy and safety.

11. Updates to This Policy

This Privacy Policy may be updated periodically to reflect changes in legal requirements or business practices. The latest version will always be available on the website.