



# PRIVACY POLICY

## INTRODUCTION

This privacy notice provides you with details of how we collect and process your personal data through your use of our site [[www.biscuitsbysarahb.co.uk](http://www.biscuitsbysarahb.co.uk)], including any information you may provide through our site when you purchase a product or service, sign up to our newsletter or take part in a prize draw or competition.

By providing us with your data, you warrant to us that you are over 13 years of age.

**Sarah Bates t/a Biscuits by Sarah B** is the data controller and I am responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

### *Contact Details*

Our full details are:

Full name of legal entity: **Sarah Bates trading as Biscuits by Sarah B**

Email address:  
**biscuitsbysarahb@yahoo.co.uk**

Postal address: **15 Droxford Rd,  
Bournemouth BH6 5PL**

Telephone number: **07950 522725**

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at [biscuitsbysarahb@yahoo.co.uk](mailto:biscuitsbysarahb@yahoo.co.uk).

## WHAT DATA DO WE COLLECT ABOUT YOU

We collect information about you when you fill in a contact form or email us directly. Website usage information is collected using cookies.

The information we collect about you may include; your name, email address, address, phone number, IP address, location, company name, sex, age, your chosen internet browser and service provider, and device plus any information you supply voluntarily.

## WHY WE NEED YOUR DATA

We collect information about you to; process your order, manage your account and, if you agree, to email you about other products, services, and information we think may be of interest to you. We may use your contact information to advertise our service to you on third-party websites such as Facebook and Twitter. We may also contact you directly to follow up on the service and user experience we provide. We use your information collected from the website to personalise your repeat visits to our website. If you agree, we shall pass on your personal information to third parties so that they may offer you their products and services.

We will take cautionary measure to ensure we do not collect any personal data from you we do not need in order to provide and oversee the above services to you.

## SHARING YOUR DATA

If you make a purchase online, your Credit/Debit card details, name and email address are securely passed to Stripe (a 3rd party) for payment processing. You can read their privacy policy here: <https://stripe.com/gb/privacy>

## HOW LONG WILL WE STORE YOUR DATA?

If Biscuits by Sarah B provides any paid for services to you, we are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years after which time it will be destroyed. Your information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

## MARKETING

We would like to send you updates and information about products and services of ours and other companies which may be of interest to you. If you have consented to receive marketing, you may opt out at a later date. You have a right at any time to stop us from contacting you for marketing purposes or giving your information to other parties. If you no longer wish to be contacted for marketing purposes please email us at [biscuitsbysarahb@yahoo.co.uk](mailto:biscuitsbysarahb@yahoo.co.uk).

## YOUR LEGAL RIGHTS

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to us at the following address:  
[biscuitsbysarahb@yahoo.co.uk](mailto:biscuitsbysarahb@yahoo.co.uk)

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal

data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## COOKIES

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit [www.aboutcookies.org.uk](http://www.aboutcookies.org.uk) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.