**BERES BAKES**

**Privacy Policy**

This is the privacy policy for**Anna Beres trading as Beres Bakes**

**Our contact details:**

**Name:** Anna Beres trading as Beres Bakes

**Address:** 120 Packenham Road

Basingstoke

Hampshire

RG21 8XX

**Telephone Number:** 07872 617165

**E-mail**: anna@beresbakes.co.uk

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Anna Beres is fully committed to protecting and respecting your privacy.

We use your personal data for multiple reasons, from understanding how users engage with our website, to informing you of our marketing and advertising. This allows us to publish the content you are viewing on this site.

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**About this Privacy Policy:**

This privacy policy sets out how Anna Beres trading as Beres Bakes uses and protects any information that you give us when you use this website or place an order either in person or electronically. This Privacy Policy also explains your rights under Data Protection Act 2018 (DPA) incorporating General Data Protection Regulation (GDPR).

**Personal data is information about you in which you can be identified:**

This can include information such as the following:

* Your name
* Email address, postal address, phone number, mobile number
* Details of your event – date, location, contact name and details
* Payment details
* Information about your device such as IP address
* Information relating to your personal circumstances and how you engage with our site
* Our site may contain links to third party sites and services. These sites and services have their own privacy policies. If you follow a link to one of these third-party sites, you should read their privacy policy.

​**The reasons why we collect your data are:**

* The information is collected purely for the purposes of understanding your requirements, to provide you with the best possible service and experience
* In particular for the following reasons:
  + To show you products / services or information that is relevant to you, and to improve your user experience.
  + To enable us to respond to your enquiries and fulfil your requirements
  + To periodically contact you with details of any special offers or services that we believe may be of interest
  + To carry out marketing analysis and send you communications when we have your permission or when permitted by law.
  + To allow us to show advertising on our site
  + For internal record keeping purposes
  + To improve products and services
  + To obtain feedback from you or for us to request a testimonial / review

**How we protect your privacy, and what this policy covers:**

* Information about your rights and our obligations
* Cleary show how we collect and use your personal data
* Commitments on how we protect your personal data
* Commitments on how we facilitate your rights, as well as responding to your questions.

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**How we use your information:**

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**Information we collect**

We collect information when you give it to us by:

* Email (directly or via our website, Instagram or Facebook page)
* Booking forms

**We only ever collect and hold information about you that is relevant to your relationship with us. This includes:**

* Contact details (name, email address, phone number, street address, FB/Messenger contact)
* Record of correspondence and the services you are interested in
* Record of your orders, location and services provided

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**How we use and store the Information:**

We use your personal information to provide with the products / services you have requested or have expressed an interest in. In general, we will keep your personal data for two years from the date of our last contact, however some information may be kept longer to meet the requirements of the FSA (Food Standards Agency) and for up to six years to conform with HMRC regulations.

We will do this on the basis of legitimate Interest.

We will then dispose of your information by either destroying or deleting all information stored, wherever and however it is stored.

Processing will include:

* Assembly of your order and provision of the service on your chosen day.
* Taking payment for the above

**How we may contact you:**

On the very odd occasion we may send you service emails, for example thanking you for purchasing our product or thanking you for placing an enquiry.

If, and only IF we have your consent, we may send you material we think is of interest to you, such as newsletters and updates.

Depending on your preferences this may be via email, phone, SMS, or post. Again, you can opt out at any time.

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**How we keep your data safe**

We ensure that there are reasonable and appropriate technical controls in place to protect your personal details.

We use secure Wi-Fi and trusted software to hold and process your data. We store all files and data protected by password and authentication where available. We ensure our mobile and IT devices are encrypted, and password protected.

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**Your Rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [anna@beresbakes.co.uk](mailto:anna@beresbakes.co.uk)

or call on 07872 617165 if you wish to make a request.

**How to Complain**

If you have any concerns about our use of your personal information, you can make a complaint to Anna Beres at anna@beresbakes.co.uk

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO’s address:

Information Commissioner’s Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

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