

Version 1.0

Reviewed: 08/01/2025  
Next Review Date: 08/01/2026

## POLICIES

### 4. PRIVACY POLICY

#### 4.1. INTRODUCTION

Welcome to [www.juniperbundles.co.uk](http://www.juniperbundles.co.uk) (the "Website"). At House of Bakes Wirral, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines the types of information we collect, how we use and protect that information, and your choices regarding your personal data.

#### 4.2. INFORMATION WE COLLECT

4.2.1. Personal Information: We may collect personal information from you, such as your name, email address, postal address and phone number:

- Make a purchase.
- Contact us through our contact form or customer support.

4.2.2. Automated Information: We may also collect non-personal information, such as your IP address, browser type, operating system, and browsing behaviour, through the use of cookies and similar technologies. This information helps us improve the functionality and user experience of our Website.

#### 4.3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

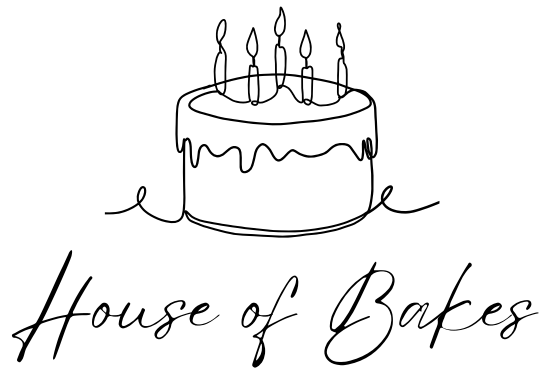
- To provide and maintain the Website and our services.
- To process and fulfill orders and requests.
- To communicate with you about your order.
- To personalise your experience on our Website.
- To improve our products, services, and Website functionality.
- To protect the security and integrity of our Website.

#### 4.4 DATA SHARING

We do not sell, trade, or rent your personal information to third parties. We may share your information with trusted third-party service providers who assist us in operating our Website and delivering services to you. These service providers are contractually obligated to keep your information confidential.

#### 4.5 COOKIES AND SIMILAR TECHNOLOGIES

Our Website uses cookies and similar technologies to collect and store certain information about your browsing activities. You can manage your cookie preferences through your browser settings. Please note that disabling cookies may affect the functionality of our Website.



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#### **4.6 YOUR CHOICES**

You have the following rights regarding your personal information:

- Access: You can request access to the personal information we hold about you.
- Correction: You can request corrections to inaccurate or incomplete personal information.
- Deletion: You can request the deletion of your personal information, subject to legal obligations.
- Opt-Out: You can opt out of marketing communications at any time by using the unsubscribe link provided in our emails.

#### **4.7 SECURITY**

We implement reasonable security measures to protect your personal information from unauthorised access, disclosure, alteration, or destruction. Our payment provider Square are PCI-DSS Compliant.

#### **4.8 CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy from time to time to reflect changes in our data practices or legal requirements. We will notify you of any material changes through the Website or email.

#### **4.9 CONTACT US**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at [orders@houseofbabkeswirral.co.uk](mailto:orders@houseofbabkeswirral.co.uk)