Data Protection

At Sweet Stories Ltd, we are committed to maintaining the trust and confidence of our visitors to our web site; www.sweetstories.co.uk. We comply with current General Data Protection Regulations 2016. In particular, we want you to know that Sweet Stories Ltd is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes.

This policy covers how information may be taken. It will explain what information we collect, why we collect this information, what we do with the data collected, how it’s stored, how long it’s stored for and how we dispose of it when no longer required.

We also outline what you should do if you have any questions or requests in respect of your personal information or our policies and procedures including supplying contact information of the person that any questions or requests should be sent to.

Within this policy, personal information is deemed as being information about you that is personally identifiable like your name, address, e-mail address or phone numbers and sometimes personal preference, any information that is not otherwise publicly available.

Types of data we collect

**Website Cookies**

Cookies are bits of data that websites transfer to your hard drive for record keeping purposes when you visit our website. The use of cookies is industry standard and you'll find them almost everywhere on the Internet and within almost every website. If you do not accept cookies you will not be able to use the Sweet Stories Ltd website.

When someone visits our website, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site also to improve the user experience on our website. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

**Website Contact Form**

If you complete our website contact form, we will only use the data to respond to your enquiry. It is never sold or distributed to any third-party organisation.

We may use your contact details to follow up any enquires or quotations as part of our standard business operating procedures.

**Cake Orders**

Every time we take a cake order, we ask for personal details that include contact name, telephone number, email address, location address if we are delivering the cake, and other information pertaining to the details to go on the cake. This data is stored and recorded on secure digital systems and securely destroyed when no longer required. See **How long we keep your data?** below

**Social Media**

We use Facebook and Twitter to promote some of our services, please see Facebook’s and Twitter’s Privacy Policies for information on how they use your data.

<https://www.facebook.com/legal/FB_Work_Privacy>

<https://twitter.com/en/privacy>

How long do we keep your data?

Any data held by us is kept for the minimum legally required period to ensure compliance with accounting guidelines and any product or service warranties. All data is securely destroyed after the relevant periods have expired.

Access to your personal information

As a data subject you are entitled to view, amend, or delete any personal information that we hold. Email your request to our Data Controller at mila@sweetstories.co.uk.