



## Privacy Policy KMcakes

This Privacy Policy explains how your personal information is collected, used, and shared when you visit [www.kmcakes.nl](http://www.kmcakes.nl) or make a purchase from KMcakes.

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### WHO IS KMCAKES

We are registered with the Kamer van Koophandel under number: 68251300. Our registered address is Beukenlaan 2, 5581HG, Waalre. Our website address is <https://www.kmcakes.nl/>

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### WHY WE COLLECT DATA

Our primary reason for collecting your personal data is to fulfil your order and to meet our legal and tax obligations. Also, If you have opted to receive marketing, we will use this information to provide you with information or advertising relating to our products.

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### WHAT WE COLLECT

When you visit our website, we automatically collect the following information:

The web browser you used, your IP address, and the country you are in when visiting our website.

We collect information about the individual web pages that you view, what websites or search terms referred you to our website, and information about how you interact with our website.

Also, if you fill in the contact form, we collect your name, email address and phone number.

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### HOW WE USE YOUR PERSONAL INFORMATION

We use this Information to communicate with you to fulfil your order, respond to enquiries and to send invoices and ask for feedback.

Also, If you have opted to receive marketing, we will use this information to provide you with information or advertising relating to our products.

We use the device information that we collect to improve and optimize our site (for example, by generating analytics about how our customers browse and interact with our website, and to assess the success of our marketing and advertising campaigns).

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### SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help serve you and improve our website. We use G-mail, Hotmail and Facebook to communicate with you. We also use Google Analytics and Hotjar to help us understand how our customers use our website.

Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device

type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#).

- You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).
- You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.
- Our website is hosted by Wix. If you would like to be forgotten by Wix please contact [info@kmcakes.nl](mailto:info@kmcakes.nl)

We will never sell your information.

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## BEHAVIOURAL ADVERTISING

We sometimes advertise on Facebook. You can opt out of targeted advertising here:  
FACEBOOK – <https://www.facebook.com/settings/?tab=ads>

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## YOUR RIGHTS

You have the right to request the personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. We cannot delete data that we are legally required to keep. If you would like to access this information, please contact [info@kmcakes.nl](mailto:info@kmcakes.nl).

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## DATA RETENTION

When you place an order, we will record your information to fulfil your order and to meet our legal and tax obligations. We are required to keep your order information for 7 years. After this time, we will only keep data in an anonymous form for internal analysis. Hotjar keeps your information for 365 days. Google Analytics keeps your information for 26 months.

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## CONTACT

You can contact me here:

[info@kmcakes.nl](mailto:info@kmcakes.nl)

Beukenlaan 2

5581HG

Waalre

The Netherlands