



## Fair Processing Notice

Thank you for providing us with your personal data, which is data relating to you as an individual ("Data"). This is a notice given to you under Article 13 of the General Data Protection Regulation. You have provided us your Data in order for us to contact you about the supply of our products to you.

The data controller in respect of that data will be Handmade Cake Company Limited part of Mademoiselle Desserts Group ("MDesserts")

The contact details for MDesserts are:

Handmade Cake Company Limited a company registered in England and Wales whose registered office is at The Bakery, Gardner Road, Maidenhead, Berkshire, England, SL6 7TU with registration number 1730815.

Email address: [DPO.Maidenhead@mdesserts.com](mailto:DPO.Maidenhead@mdesserts.com)

Telephone number: 01628 770908

If you have concerns about the processing of your Data, please contact us using the details above.

We propose to process your Data for the following purposes:

- to contact you following your enquiry to discuss potential opportunities for HMCC to supply products to you;
- to contact you to answer any general enquires you have raised;

The legal basis on which we rely is for the performance of our contract with you or to take steps at your request before entering into a contract.

- we may use your Data to send you updates (by email, text message, telephone or post) about our products, including exclusive offers, promotions or new products.

The legal basis on which we rely for marketing is our legitimate interests to promote our business to existing and former customers. This means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly.

We may transfer your Data to other companies in the MDesserts Group acting as joint controllers or processors who are based in the United Kingdom. We will not share your Data with any other third party.

The Handmade Cake Company Limited, The Bakery, Gardner Road, Maidenhead, Berkshire. SL6 7TU

part of  
*mademoiselle*  
**DESSERTS**

Tel: +44 (0)1628 770908    Sales +44 (0)1628 779057    Fax: +44 (0)1628 639248  
[sales@handmadecake.co.uk](mailto:sales@handmadecake.co.uk)    [www.handmadecake.co.uk](http://www.handmadecake.co.uk)    [www.mdesserts.co.uk](http://www.mdesserts.co.uk)  
REGISTERED IN ENGLAND No. 1730815    VAT REGISTERED No. 225 7003





We propose to hold the Data for 12 months unless you enter into a contract with us in which case we will retain your details for a period of 6 years from the expiration or termination of the contract.

You have the following rights with respect to your Data:

- the right to be provided with a copy of your personal information (the right of access)
- the right to require us to correct any mistakes in your personal information
- the right to require us to delete your Data—in certain situations
- the right to require us to restrict processing of your personal information—in certain circumstances, e.g. if you contest the accuracy of the data
- the right to object:
  - at any time to your Data being processed for direct marketing;
  - in certain other situations to our continued processing of your Data, e.g. processing carried out for the purpose of our legitimate interests.
  - the right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

If you would like to exercise any of these rights, please contact us at the details above.

You have the right to complain with respect to any processing of your Data, and any breach of the above rights to the relevant supervisory authority, who in the case of the United Kingdom is the Information Commissioner's Office, [ico.org.uk](http://ico.org.uk) by means of helpline **(0303 123 1113)** or online form.

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[sales@handmadecake.co.uk](mailto:sales@handmadecake.co.uk) [www.handmadecake.co.uk](http://www.handmadecake.co.uk) [www.mdesserts.co.uk](http://www.mdesserts.co.uk)

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