

Hot Butter Bakery

Privacy Policy

Effective Date: June 2026

Hot Butter Bakery ("we", "us", or "our") is committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website or place an order with us.

Please read this policy carefully. If you have any questions or concerns, you are welcome to contact us at the details provided at the end of this document.

1. Information We Collect

1.1 Information You Provide to Us

When you place an order, register an account, or contact us, we may collect the following:

- Full name
- Email address
- Phone number
- Delivery address and billing address
- Order details and special requests (e.g. Build-A-Box configurations, dietary requirements)
- Payment information (processed securely via our payment provider — we do not store your card details)
- Any messages or feedback you send us

1.2 Information Collected Automatically

When you browse our website, we may automatically collect certain technical information, including:

- IP address and approximate location
- Browser type and operating system
- Pages visited and time spent on the site
- Referring URLs

This information is collected through cookies and similar technologies (see Section 5 for more detail).

2. How We Use Your Information

We use the information we collect for the following purposes:

- To process and fulfil your orders, including custom orders and Build-A-Box selections
- To communicate with you about your order, delivery, or any queries
- To send you updates, promotions, or newsletters (only if you have opted in)
- To improve our website, products, and customer experience

- To comply with legal obligations
 - To prevent fraud and ensure the security of our website
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3. Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your data only in the following limited circumstances:

- **Service providers:** We work with trusted third-party providers (such as payment processors, delivery services, and website hosting) who assist us in operating our business. These providers are contractually required to keep your information confidential and to use it only as instructed by us.
 - **Legal requirements:** We may disclose your information if required to do so by law, or in response to a valid legal request.
 - **Business transfers:** If Hot Butter Bakery is acquired or merges with another business, your information may be transferred as part of that transaction. We will notify you in advance of any such change.
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4. Data Retention

We retain your personal information only for as long as is necessary to fulfil the purposes described in this policy, or as required by law. Order records may be kept for up to five (5) years for accounting and legal compliance purposes. You may request deletion of your data at any time (see Section 7).

5. Cookies

Our website uses cookies to enhance your browsing experience and to help us understand how visitors use our site. Cookies are small text files stored on your device.

We use the following types of cookies:

- **Essential cookies:** Required for the website to function (e.g. keeping items in your cart)
- **Analytics cookies:** Help us understand how visitors interact with our site (e.g. Google Analytics)
- **Marketing cookies:** Used to deliver relevant promotions — only enabled with your consent

You can control or disable cookies through your browser settings at any time. Please note that disabling essential cookies may affect the functionality of our website.

6. Security

We take the security of your personal information seriously and implement appropriate technical and organisational measures to protect it against unauthorised access, loss, or misuse. Our website uses SSL encryption to secure data transmitted between your browser and our server.

While we do everything we reasonably can to protect your data, no method of transmission over the internet is 100% secure. We encourage you to use a strong, unique password for your account and to keep it confidential.

7. Your Rights

As a user of our website and a customer of Hot Butter Bakery, you have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information, subject to legal obligations
- Object to or restrict how we process your information
- Withdraw your consent to marketing communications at any time

To exercise any of these rights, please contact us using the details in Section 9. We will respond to your request within a reasonable timeframe.

8. Children's Privacy

Our website is not directed at children under the age of 13. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child, please contact us immediately and we will take steps to delete it.

9. Contact Us

If you have any questions, concerns, or requests relating to this Privacy Policy, please get in touch:

Hot Butter Bakery

Email: hello@hotbutterbakery.co.za

Website: <https://hotbutterbakery.co.za>

South Africa

10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal and regulatory reasons. When we do, we will update the effective date at the top of this page. We encourage you to review this policy periodically.

Continued use of our website following any changes constitutes your acceptance of the updated policy.
