

Privacy Policy

Last Updated: 21.08.2026

This Privacy Policy explains how Cake Atelier Copenhagen collects, uses, and protects your personal data in accordance with the **General Data Protection Regulation (GDPR)**.

Data Controller

Cake Atelier Copenhagen
Owner: Ornella Vanina Acciarri
CVR: 45259846
Location: Amager, Copenhagen, Denmark
Email: admin@cakeateliercph.dk

Cake Atelier Copenhagen is the **data controller** responsible for your personal data.

What Data We Collect

We may collect and process the following personal data:

- Name
 - Email address
 - Phone number
 - Order details (cake preferences, event information)
 - Workshop booking details
 - Communication via email, forms, or social media
 - Payment-related information (processed via third-party providers)
 - Website usage and technical information collected through Google Analytics after consent, including pages visited, session information, approximate location, such as city, and device and browser information
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How We Use Your Data

Your personal data is used to:

- Process and manage orders and workshop bookings
- Communicate with you regarding your request
- Send confirmations, reminders, and updates
- Handle customer service inquiries
- Comply with legal obligations (e.g. accounting)
- Analyse how visitors use the website and improve its content and performance, only where you have consented to analytics

We do **not sell or share your personal data for marketing purposes**.

Legal Basis for Processing

We process your data based on:

- **Contractual necessity** (to fulfil your order or booking)
 - **Legal obligations** (e.g. bookkeeping requirements)
 - **Legitimate interest** (customer communication and service management)
 - **Consent** (for analytics cookies and website usage measurement, marketing, or use of images, where applicable)
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Data Sharing

Your data may be shared with trusted third parties where necessary:

- Payment providers (e.g. MobilePay, banks)
- Booking platforms (if applicable)
- Accounting software (e.g. Dinero)
- Google Analytics (Google Ireland Limited), for website usage statistics, only where you have consented to analytics

These providers process your data in accordance with GDPR.

Data Retention

Personal data is retained only as long as necessary:

- Accounting and invoice data: up to **5 years** (Danish legal requirement)
 - Customer communication: as needed for service purposes
 - Marketing consent: until withdrawn
 - Google Analytics user-level and event data subject to the GA4 data retention setting: 2 months
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Your Rights

Under GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Withdraw consent at any time

To exercise your rights, please contact:

hello@cakeateliercph.dk

Complaints

If you wish to file a complaint regarding how your data is handled, you can contact: Datatilsynet

Website: www.datatilsynet.dk

Photos & Media

Photos and videos may be taken during workshops for marketing purposes.

By participating, you consent to this use.

If you prefer not to appear, please inform us at the beginning of the session.

Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse.

Cookies

We use Google Analytics, provided by Google Ireland Limited, to understand how visitors use this website and to improve its content and performance.

Google Analytics is optional. It is not loaded and no analytics data is sent to Google unless you give your consent through the cookie banner.

If you consent, Google Analytics may set first-party cookies such as **_ga** and **ga<container-id>** to distinguish users and maintain session information. These cookies have a default expiration period of up to 2 years, subject to browser limitations.

We also store your analytics consent preference locally on your device so that we can remember your choice. This preference is kept for up to 12 months.

You can change or withdraw your consent at any time by selecting **Cookie settings** in the footer. Withdrawing consent prevents future analytics collection and removes Analytics cookies set by this website.

Changes to This Policy

Cake Atelier Copenhagen reserves the right to update this Privacy Policy when necessary.