

A CUTER CUPCAKE COMPANY PRIVACY POLICY

Last updated: February 17, 2019

This Privacy Policy describes how information about you is collected, used and disclosed by A Cuter Cupcake Company, LLC (“A Cuter Cupcake Company” or “A Cuter Cupcake”). This Privacy Policy applies to information we collect when you use our website and other online products and services (collectively, the “Services”), or when you otherwise interact with us.

Collection of Information

Information you provide to us

We collect the information you provide directly to us, such as when you open an account, place an order, ask to receive emails, request customer support, fill out a form or survey, or otherwise communicate with us.

Here are some examples of information we might collect:

- Contact information, such as your name, email address, delivery address, and phone number;
- Account information, such as your username and password;
- Billing and delivery information, such as your payment details, billing zip code, and delivery time, date, and address;
- Optional information you choose to provide, such as your date of birth or phone number;
- Any other information you choose to provide.

Information We Collect Automatically When You Use the Services

When you use our website, we collect information automatically. To collect this information, we may use cookies, webs beacons, and similar technologies. A “cookie” is a small data files that are placed on your device or computer that help improve our Services and your experience. A “web beacon,” also known as pixel tag or clear GIF, is used to transmit information back to a web server. For more information about cookies, and how to disable them, please visit www.allaboutcookies.org

When you access or use our Services. We automatically collect information about you including:

Order information: We collect information about your orders with us, including product details the delivery date and time you selected, and the date of the order.

Advertising and Analytics Services Provided by Others

We may allow others to provide analytics services and serve advertisements on our behalf across the internet and in mobile applications. These entities may use cookies, web beacons, and other technologies to collect information about your use of the Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in apps, links clicked, and conversion information. This information may be used by A Cuter Cupcake Company and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites, and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for interest-based advertising purposes, please visit www.aboutads.info/choices.

Use of Information

We may use information we collect to deliver the products you request, to maintain and customize your account and our interactions with you, and to provide, maintain, and improve our Services. We also use the information we collect to:

- Provide and deliver the products on the date and time you request, process orders, and send you related information, including confirmations, invoices, and confirmation of delivery;
- Communicate with you about products, services, offers, promotions, rewards, and events offered by A Cuter Cupcake Company and others, and provide news and information we think will be of interest to you;
- Provide, maintain, and improve our Services, and develop new products and services;
- Send you technical notices, updates, security alerts, support, and administrative messages;
- Facilitate your engagement with the Services, including to enable you to post comments and reviews;
- Respond to your requests, inquiry, questions, and suggestions and provide customer service;

- Protect against, identify, investigate, and respond to fraud or other illegal activity

Sharing of Information

We may share the information we collect:

- With consultants, payment services, vendors, delivery services, customer service, marketing support and other service providers who need access to such information to carry out work on our behalf;
- In compliance and response to request for information if we believe disclosure is in accordance with, or to protect and defend A Cuter Cupcake Company's rights or property and to protect the safety of our customers and website users or the public and protect against legal liability;
- In connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company;
- Between and among A Cuter Cupcake Company and our current and future parents, affiliates, subsidiaries and other companies under common control and ownership; and
- With your consent and at your direction

We may also share aggravated or de-identified information, which cannot be used to identify you.

When you provide a product review or other user content, that content will be publicly posted. Other users may be able to see your name and other information about you that you post. We never publicly display your email, phone number, or payment details.

If you are in the United States, we may share information about you with select third parties so that they can communicate with you about products or services that may be of interest to you. If you prefer that we not share your information with such third parties, you may opt out by emailing us at support@acutercupcake.com.

Data Retention

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

Your Rights and Choices

Managing or Deleting Your A Cuter Cupcake Account

You may review, update, or modify your account information, including profile, contact information and saved addresses, at any time by logging into your A Cuter Cupcake account. You may delete your A Cuter Cupcake account by emailing support@acutercupcake.com.

Opting Out of Marketing Emails

You may unsubscribe from our promotional emails at any time by following the instructions included in those emails. If you opt out of receiving such communications, note that we may continue to send you non-promotional emails (such as order confirmation emails or emails about changes to our legal terms).

Restricting Cookies

Most web browsers are set to accept cookies by default. You can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our websites.

Changes to Our Privacy Policy

We may change this Privacy Policy from time to time. If we do so, we will post the updated policy on our sites and will indicate when the Privacy Policy was last revised. If we make any material changes, we will provide you with additional notice. You should periodically review our current Privacy Policy to stay informed of our personal data practices.

Contact Us

If you have questions about this Privacy Policy, please contact us at: support@acutercupcake.com. We will take reasonable steps to respond to your request.