

Brownny's Cakes & Coaching

PRIVACY POLICY

Effective date: 24 September 2026

Brownny's Cakes & Coaching respects your privacy and handles personal data carefully, transparently and in accordance with the General Data Protection Regulation (GDPR/AVG) and other applicable privacy laws. This policy explains which personal data we process, why we use it, how long we keep it and which rights you have.

1. Who is responsible for your data?

The controller responsible for the processing described in this Privacy Policy is Brownny's cakes, trading online as Brownny's Cakes & Coaching.

Business address: Wolbrantskerkweg 50 F, 1069 DA Amsterdam, the Netherlands

Chamber of Commerce (KvK) number: 53283449

VAT identification number: NL002420998B07

Email: info@brownnyscakes.com

Website: www.brownnyscakes.com

2. When does this policy apply?

This policy applies when you visit the website, use the webshop, request or order a custom cake, register for a workshop, book coaching, purchase a digital product, subscribe to communications, complete a form, contact us by email, telephone or social media, or otherwise interact with Brownny's Cakes & Coaching.

External websites and platforms have their own privacy policies. Brownny's Cakes & Coaching is not responsible for how those third parties process personal data when you use their services.

3. Personal data we may process

Depending on how you interact with us, we may process your name, billing and delivery address, email address, telephone number, company name, Chamber of Commerce or VAT details, order and booking information, payment status, invoice details, correspondence, dietary requirements and allergy information, workshop or coaching intake information, account and download information, and any other information you choose to provide.

When you use the website, technical data may also be processed, such as IP address, browser and device information, pages visited, date and time of access, cookie preferences and website interaction data.

We do not intentionally request more personal data than is reasonably necessary. Please do not provide medical or other sensitive information unless it is genuinely needed for a safe order or service.

4. Why we process personal data

We may process personal data to respond to enquiries; prepare quotations; process and fulfil orders; arrange collection or delivery; manage workshop and coaching bookings; provide digital products and online access; process payments and refunds; maintain customer service and correspondence; handle complaints; meet accounting, tax and other legal obligations; prevent fraud and protect our website and business; improve our products, services and website; and send marketing communications where permitted.

If you provide allergy, intolerance or accessibility information, we use it only to assess and fulfil the relevant order or service safely and appropriately.

5. Legal bases

We process personal data only when a valid legal basis applies. Depending on the situation, this may be: performance of a contract or taking steps at your request before entering into a contract; compliance with a legal obligation; our legitimate interests in operating, securing and improving the business, handling enquiries and preventing misuse; your consent, for example for optional marketing or non-essential cookies; or, where applicable, protection of vital interests or another basis permitted by law.

Where processing is based on consent, you may withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing that took place before consent was withdrawn.

6. Sharing personal data

We do not sell personal data. We may share only the data necessary with trusted service providers that support our business, such as website and webshop hosting providers, payment service providers, banks, accounting and administration providers, email and newsletter services, cloud storage providers, delivery or postal services, analytics and security providers, scheduling or video-call services, and professional advisers.

These parties may process data as independent controllers or on our instructions as processors. Where required, we use appropriate data-processing agreements and security arrangements. We may also disclose information where required by law, a court, a regulator or a competent government authority.

7. International transfers

Some service providers may process personal data outside the European Economic Area. Where this occurs, we use a lawful transfer mechanism where required, such as an adequacy decision, approved standard contractual clauses or another safeguard recognised under the GDPR.

You may contact us for more information about the safeguards relevant to your personal data.

8. How long we keep personal data

We keep personal data no longer than necessary for the purpose for which it was collected, unless a longer period is required by law or reasonably necessary for a legal claim.

As a general guide: accounting records, invoices and transaction information are normally retained for 7 years in accordance with Dutch tax obligations; customer order and contract records are retained for as long as needed to perform the agreement and handle possible claims; unsuccessful enquiries and

quotations are normally deleted or anonymised within 24 months after the last contact; workshop and coaching intake information is reviewed after the service and deleted or anonymised when it is no longer needed; and newsletter details are retained until you unsubscribe or the mailing list is discontinued.

Cookie retention periods depend on the cookie and are shown, where applicable, through the website's cookie settings or cookie notice.

9. Cookies and similar technologies

The website may use functional cookies that are necessary for the website and webshop to operate, limited analytics cookies used to understand website performance, and optional marketing or tracking cookies.

Where consent is legally required, optional cookies are not placed until you have made a choice. You may withdraw or change your consent through the available cookie settings. You can also delete or block cookies through your browser, although some website functions may then work less effectively.

The exact cookies and providers used can change when website features change. The current cookie banner or cookie notice should therefore be consulted for up-to-date details.

10. Marketing communications

We may send newsletters or promotional messages when you have given consent or where another lawful basis permits this. Every marketing email will provide an unsubscribe option. You may also unsubscribe by contacting info@brownyscakes.com.

Unsubscribing from marketing does not prevent us from sending necessary service messages about an order, payment, booking, download, workshop or coaching service.

11. Security

We take reasonable technical and organisational measures to protect personal data against loss, misuse, unauthorised access, alteration and disclosure. Measures may include access controls, secure accounts, updates, backups, restricted sharing and the use of reputable service providers.

No internet transmission or storage system can be guaranteed to be completely secure. If we become aware of a personal data breach, we will assess it and notify the Dutch Data Protection Authority and affected individuals where the law requires this.

12. Your privacy rights

Subject to the conditions of the GDPR, you may request access to your personal data, correction of inaccurate data, deletion, restriction of processing, data portability, or object to processing based on legitimate interests or direct marketing. You may also withdraw consent at any time.

To exercise a right, email info@brownyscakes.com and clearly describe your request. We may ask for information needed to verify your identity. We aim to respond within one month. This period may be extended where permitted by law for complex or multiple requests; if so, we will inform you.

Some information cannot be deleted immediately where we are legally required to retain it or need it to establish, exercise or defend legal claims.

13. Complaints

If you have a concern about how we use your personal data, please contact us first at info@brownyscakes.com so that we can try to resolve it.

You also have the right to submit a complaint to the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) through www.autoriteitpersoonsgegevens.nl, or to the competent supervisory authority in the country where you live or work.

14. Children

Our website and commercial services are not directed at children who are legally unable to provide valid consent on their own. If personal data about a child is needed for an order or service, it should be provided by a parent or legal guardian and limited to what is necessary.

If you believe that a child has provided personal data without appropriate permission, please contact us so that we can assess and, where appropriate, delete it.

15. Automated decision-making

Browny's Cakes & Coaching does not make decisions that produce legal or similarly significant effects solely through automated processing, unless this is clearly disclosed and permitted by law.

16. Changes to this Privacy Policy

We may update this Privacy Policy when our services, website, providers or legal obligations change. The effective date at the top shows when this version took effect. Material changes will be communicated in an appropriate manner where required.