

# Privacy Policy

Effective Date: 01/07/2025

Franks Luxury Biscuits Company Limited (“we”, “us”, or “our”) operates [www.franksluxurybiscuits.co.uk](http://www.franksluxurybiscuits.co.uk) (the “Site”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Site.

By using our Site, you agree to the collection and use of information in accordance with this policy. If you do not agree with our practices, please do not use our Site.

## 1. Information We Collect

### a. Personal Information

We may collect personally identifiable information that you voluntarily provide to us, including:

- Name
- Email address
- Phone number
- Mailing address
- Payment information (if applicable)

### b. Non-Personal Information

When you visit our Site, we may automatically collect certain information about your device and browsing activity, including:

- IP address
- Browser type
- Operating system
- Pages viewed
- Referring website

### c. Cookies and Tracking Technologies

We may use cookies, web beacons, and similar tracking technologies to collect and store information about your interactions with our Site.

## 2. How We Use Your Information

We may use the information we collect to:

- Provide, operate, and maintain our Site
- Improve, personalize, and expand our Site
- Process transactions and manage orders
- Send you updates, newsletters, and marketing communications
- Respond to your comments, questions, and requests
- Monitor and analyze usage and trends
- Protect against fraud and unauthorized activity
- Comply with legal obligations

## 3. How We Share Your Information

We may share your information in the following situations:

- With Service Providers: We may share your information with third-party vendors who perform services on our behalf.

- Business Transfers: If we are involved in a merger, acquisition, or asset sale, your information may be transferred.
- Legal Requirements: We may disclose your information to comply with applicable laws, regulations, or legal processes.

#### **4. Third-Party Websites**

Our Site may contain links to third-party websites that we do not control. We are not responsible for the privacy practices of such websites. We encourage you to review their privacy policies.

#### **5. Security**

We use reasonable administrative, technical, and physical measures to protect your personal information. However, no method of transmission over the Internet or electronic storage is 100% secure.

#### **6. Your Rights and Choices**

Depending on your location, you may have certain rights regarding your personal information, such as:

- Accessing and updating your information
- Requesting deletion of your information
- Opting out of marketing communications

To exercise these rights, please contact us using the information below.

#### **7. Children's Privacy**

Our Site is not intended for children under 16 years of age. We do not knowingly collect personal information from children. If we learn that we have collected personal information from a child without parental consent, we will take steps to delete that information.

#### **8. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the effective date.

#### **9. Contact Us**

If you have any questions about this Privacy Policy, please contact us at:

Email: [info@franksluxurybiscuits.co.uk](mailto:info@franksluxurybiscuits.co.uk)

Address: [Unit 4C Ramsden Road, Hereford HR2 6LR](#)

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