

Privacy & Cookie Policy

Last updated: January 04, 2024

This privacy policy (hereinafter: "Policy") is used by Oh My Muffin, a self-proprietorship under Dutch Law, registered in the register of the Chamber of Commerce under registration number 92492029 ("we," "us," or "our"), with its registered office at Helper Oostsingel 44, 9722AW Groningen and it describes how and why we might collect, store, use, and/or share ("process") your information when you use our services ("website").

The website ohmymuffin.com is offered by Oh My Muffin as a private entrepreneur, to you, to use for the purchase of muffins via our website.

All data processing is done in accordance with requirements of the applicable data protection legislation, the General Data Protection Regulation.

This means that we state clearly which data we process, we explain the purposes, limit our processing of data to what is necessary, we ask your permission for the processing of your data, take appropriate measures to secure your data and respect your rights to access, modify, and delete your personal data held by Oh My Muffin.

1. WHAT INFORMATION DO WE COLLECT ?

We collect personal information that you voluntarily provide to us when you register on the website, express an interest in obtaining information about us or our products, or otherwise when you contact us, like name, address, telephone number or e-mail address.

We automatically collect certain information when you visit, use, or navigate the website that may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our website, and other technical information. This information is primarily needed to maintain the security and operation of our services, and for our internal analytics and reporting purposes.

2. HOW DO WE PROCESS YOUR INFORMATION ?

We process your personal information to provide services and information that you request; to enhance, improve, operate, and maintain our website, our services, and our other systems and resources; to prevent fraudulent use of our website and our services; to tailor your user experience; to maintain a record of our dealings with you, and to comply with the law.

3. WHAT IS THE PURPOSE FOR COLLECTING PERSONAL DATA ?

Oh My Muffin processes your personal data for the following purposes:

- in order to be able to e-mail you if necessary to provide our services;
- to send you information if requested in response to the contact form found at the Contact Us section;
- to give you the opportunity to order and pay for our muffins via our website;
- to analyze your behaviour on the website in order to improve our website and tailor it according to your preferences.

4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES ?

Oh My Muffin uses different types of cookies. Specific information about how we use such technologies and how you can refuse certain cookies is set out below.

Cookies are small files that are stored in the browser of your computer, tablet or smartphone when you visit a website, containing details of your browsing history. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well to provide reporting information.

Cookies set by the website owner are called "first-party cookies". Cookies set by parties other than the website owner are called "third-party cookies". Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g. advertising, interactive content, and analytics). The parties that these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

We do not store sensitive personal information, such as mailing addresses, account passwords, etc. in the cookies we use.

Type of cookies we use

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser.

We use both session and persistent cookies for the purposes set out below:

Necessary / Essential cookies that are session cookies, administered by us. Purpose: these cookies are essential to provide you with services available through the website and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.

Functionality cookies are persistent cookies, administered by us. Purpose: these cookies allow us to remember choices you make when you use the website, such as remembering your login details or language preference. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the website.

Your choices regarding cookies

You have the right to decide whether to accept or reject cookies.

If you prefer to avoid the use of cookies on the website, first you must disable the use of cookies in your browser and then delete the cookies saved in your browser associated with this website. You may use this option for preventing the use of cookies at any time.

If you do not accept our cookies, you may experience some inconvenience in your use of the website and some features may not function properly.

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

- For the Chrome web browser, please visit this page from Google:
<https://support.google.com/accounts/answer/32050>
- For the Internet Explorer web browser, please visit this page from Microsoft:
<http://support.microsoft.com/kb/278835>
- For the Firefox web browser, please visit this page from Mozilla: <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- For the Safari web browser, please visit this page from Apple:
<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- For any other web browser, please visit your web browser's official web pages.

5. IS YOUR INFORMATION DISCLOSED TO THIRD-PARTIES ?

The personal data in the website is in principle only accessible to Oh My Muffin.

We are not in the business of selling personal information about our users to third parties.

We only provide personal data to third parties when this is necessary for the execution of an agreement, for shipping a order, or to comply with a legal obligation.

The personal data for the use of the website can be stored on a third-party server space, but we will take measures to ensure that the transfer of personal data will take place under appropriate safeguards so that it is protected against unlawful processing or loss.

6. HOW LONG DO WE KEEP YOUR INFORMATION ?

We will only keep your personal information for as long as it is necessary for the purposes for which your data is collected.

7. WHAT ARE YOUR PRIVACY RIGHTS and HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU ?

The GDPR offers you as a data subject certain rights with regard to your Personal Data. Based on the GDPR you have the following rights:

Objection: Depending on the situation, you have the right to object to the processing of your Personal Data and the circumstances under which it takes place.

Access: You have the right to be informed, at reasonable intervals, a) whether your Personal Data is being processed, b) for what purposes this processing is taking place, c) which categories of Personal Data are involved, and d) who the recipients or categories of recipients are of Personal Data.

Change, deletion, blocking, deletion, rectification, transfer: Under certain circumstances you have the right to have Personal Data corrected, supplemented, deleted or shielded, rectified or transferred if Personal Data is factually incorrect for the purpose or purposes of the processing are incomplete or irrelevant or are processed in some way in violation of a legal requirement.

Notification: You have the right to receive a notification from the parties that have received your Personal Data if your Personal Data has been corrected, supplemented, deleted or shielded in response to your request. The foregoing applies unless such action is impossible or requires an unreasonable effort on the part of a controller.

You can exercise the above rights in a transparent manner. You can do this by sending a message to ohmymuffin@gmail.com. Oh My Muffin will respond to the request as quickly as possible, but within

one week. If you request Oh My Muffin to delete and/or block your Personal Data, you may no longer be able to use the Website properly.

8. DO WE MAKE UPDATES TO THIS PRIVACY POLICY ?

Oh My Muffin may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on the website. We encourage you to review this Privacy Policy frequently to be informed of how we are protecting your information.

9. HOW CAN YOU CONTACT US ABOUT THIS PRIVACY POLICY or COOKIE POLICY ?

If you have questions or comments regarding this Privacy Policy or the Cookies Policy, you may contact us:

- By email: ohmymuffin@gmail.com
- By visiting this page on our website: <https://www.ohmymuffin.com/contact>