

Effective Date: 1st June 2026

Baydale Beck (“we,” “our,” or “us”) values your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our online food collection or delivery service, including our website and mobile application (collectively, the “Service”). Please read this policy carefully to understand our practices regarding your information.

By using our Service, you agree to the terms of this Privacy Policy. If you do not agree with the terms, please do not use our Service.

## 1. Information We Collect

We collect information about you when you use our Service. This may include:

### 1.1 Personal Information

- Account Information: Name, email address, phone number, delivery address, and payment details (e.g., credit/debit card information).
- Order Details: Information about your orders, preferences, and any special instructions.

### 1.2 Automatically Collected Information

- Device Information: IP address, browser type, operating system, and device identifiers.
- Usage Data: Pages visited, time spent on the Service, interactions with features, and other analytical data.

### 1.3 Location Data

- With your permission, we may collect your precise location to provide accurate delivery services.

### 1.4 Communication Data

- Any messages or feedback you send us via email, chat support, or other communication channels.

## 2. How We Use Your Information

We use your information for the following purposes:

- To process (and deliver – if required) your orders.
- To communicate with you about your orders or account.
- To personalise your experience on the Service.
- To improve our Service through analytics and feedback.
- To detect and prevent fraudulent transactions or security threats.
- To comply with legal obligations.

## 3. How We Share Your Information

We do not sell your personal information. However, we may share it in the following circumstances:

### 3.1 With Delivery Partners

We share necessary information (e.g., name, address, phone number) with delivery drivers to fulfill your orders.

### 3.2 With Service Providers

We may share information with third-party vendors who assist us with payment processing, analytics, marketing, or customer support.

### 3.3 Legal Obligations

We may disclose information if required by law or in response to valid legal requests (e.g., subpoenas).

### 3.4 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

## 4. Your Privacy Rights

Depending on your location, you may have certain rights under applicable privacy laws:

- Access and Correction: You can request access to or correction of your personal data.
- Data Deletion: You can request that we delete your personal data.
- Opt-Out: You can opt out of receiving promotional communications from us.
- Data Portability: You can request a copy of your data in a portable format.

To exercise these rights or for any privacy-related inquiries, please contact us on [Baydalebeckpub@gmail.com](mailto:Baydalebeckpub@gmail.com)

## 5. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our Service.

These technologies help us:

- Remember your preferences.
- Analyse usage patterns.
- Deliver targeted advertisements.

You can manage cookie preferences through your browser settings or opt out of targeted ads by visiting [opt-out link](#).

## 6. Data Security

We take reasonable measures to protect your personal data from unauthorised access or disclosure. However, no method of transmission over the internet is completely secure. By using our Service, you acknowledge that you provide information at your own risk.

## 7. Children's Privacy

Our Service is not intended for individuals under the age of 18. We do not knowingly collect personal data from children without parental consent.

## 8. Third-Party Links

Our Service may contain links to third-party websites or services. We are not responsible for their privacy practices and encourage you to review their policies before providing any personal information.

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated policy will be posted on this page with an updated "Effective Date." Continued use of our Service after changes are made constitutes acceptance of the revised policy.

## 10. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us at:

Baydale Beck Limited

Email: [Baydalebeckpub@gmail.com](mailto:Baydalebeckpub@gmail.com)

Phone: 01325469637

Address: Low Coniscliffe, Darlington, DL2 2JX

This Privacy Policy is designed to give you clarity about how we handle your data while using our online food ordering service. Thank you for trusting us with your information!