

PRIVACY POLICY

MUXU CHEESECAKES (AD MARQ SL)

Effective Date: February 2026

1. Introduction

AD MARQ SL, operating under the commercial designation "Muxu Cheesecakes" ("Company," "we," "us," "our," or "Data Controller"), is committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at muxucheesecakes.com (the "Website"), place orders, or interact with our services.

This Policy complies with the following legal frameworks:

- European Union's General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679)
- Spain's Organic Law 3/2018 on Personal Data Protection (LOPDGDD)
- California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA)
- Other applicable privacy legislation in the United States and European Union

2. Information We Collect

2.1 Information You Provide Directly

Contact Form Information

- **Name** (required): Your first name and surname
- **Email Address** (required): To respond to your inquiry
- **Telephone Number** (optional): If you choose to provide it
- **Message** (optional): Content of your inquiry

Order and Payment Information

- **Full Name:** First name and surname
- **Email Address:** For order confirmation and communication
- **Shipping Address:** Street, city, state/province, postal code, country
- **Payment Information:** Credit/debit card details (processed securely by Stripe)
- **Order Details:** Products purchased, quantities, specifications, pricing

2.2 Information Collected Automatically

- **Device Information:** Device type, operating system, browser type and version
- **Usage Data:** Pages visited, time spent, click patterns, referring URLs
- **IP Address:** Your Internet Protocol address (may be anonymized)
- **Location Data:** General geographic location based on IP address
- **Language Preference:** Your selected language (Spanish or English)

2.3 Information from Third Parties

- **Stripe:** Payment confirmation and fraud prevention data
- **Google Analytics:** Aggregated website usage statistics
- **Vercel Analytics:** Website performance data

3. Purposes and Legal Basis for Processing

PURPOSE	DATA CATEGORIES	LEGAL BASIS (GDPR)
Process and fulfill orders	Name, email, shipping address, payment information, order details	Contract performance
Send order confirmations and updates	Name, email, order details	Contract performance
Respond to inquiries and customer service	Name, email, telephone, message content	Contract performance / Legitimate interest
Process payments and prevent fraud	Payment information, IP address	Contract performance / Legal obligation
Improve website and services	Usage data, device information	Legitimate interest
Website analytics and performance	Usage data, IP address (anonymized)	Consent / Legitimate interest
Security and spam prevention	IP address, CAPTCHA verification	Legitimate interest
Retain language preferences	Language selection	Consent
Comply with legal obligations	Transaction records, contact information	Legal obligation

4. Disclosure of Personal Information

4.1 Service Providers

We share information with third-party service providers who perform services on our behalf:

PROVIDER	PURPOSE	DATA SHARED	LOCATION
Stripe, Inc.	Payment processing	Payment details, billing info, order amount	USA (Data Privacy Framework)
Google LLC	Website analytics	Usage data, device info, IP (anonymized)	USA (Standard Contractual Clauses)
Vercel Inc.	Website hosting and analytics	Usage data, performance metrics	USA (Standard Contractual Clauses)
Cloudflare, Inc.	Security (CAPTCHA)	IP address, browser data	USA (Standard Contractual Clauses)
Resend	Email delivery	Email address, name, message content	USA

4.2 Legal Requirements

We may disclose your information when required by law, court order, or governmental authority, or when necessary to:

- Comply with applicable laws and regulations
- Respond to legal process (subpoenas, court orders)
- Protect our rights, property, or safety
- Prevent fraud or security threats
- Enforce our Terms of Use

4.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your personal information may be transferred to the acquiring entity. We will notify you of any such change.

4.4 No Sale of Personal Information

IMPORTANT NOTICE

The Company does not sell your personal information. We have not sold personal information in the preceding twelve (12) months and do not intend to do so. For purposes of the CCPA, we do not "sell" personal information as defined by that law.

5. International Data Transfers

As we operate in both Spain and the United States and use service providers located in the USA, your personal data may be transferred to countries outside your country of residence.

5.1 European Union to United States Transfers

For transfers from the EEA to the United States, we rely upon:

- **Standard Contractual Clauses (SCCs):** EU-approved contractual terms
- **Data Privacy Framework:** For certified providers
- **Supplementary Measures:** Additional technical and organizational safeguards

6. Data Retention

DATA CATEGORY	RETENTION PERIOD	RATIONALE
Order/Transaction Data	7 years following transaction	Legal and tax requirements
Contact Form Inquiries	3 years following last contact	Customer service and legal claims
Analytics Data	26 months	Website improvement
Marketing Preferences	Until consent withdrawal	Compliance with preferences
Language Preference	Indefinitely (local storage)	User experience

7. Your Privacy Rights

7.1 Rights for EU/EEA Residents (GDPR)

- **Right of Access (Article 15):** Request a copy of personal data we hold
- **Right to Rectification (Article 16):** Request correction of inaccurate data
- **Right to Erasure (Article 17):** Request deletion in certain circumstances
- **Right to Restrict Processing (Article 18):** Request limitation of data use
- **Right to Data Portability (Article 20):** Receive data in machine-readable format
- **Right to Object (Article 21):** Object to processing based on legitimate interests
- **Right to Withdraw Consent (Article 7):** Withdraw consent at any time
- **Right to Lodge a Complaint (Article 77):** File complaint with supervisory authority

7.2 Rights for California Residents (CCPA/CPRA)

- **Right to Know:** Request disclosure of personal information collected, used, shared
- **Right to Delete:** Request deletion of personal information
- **Right to Correct:** Request correction of inaccurate information
- **Right to Opt-Out:** Opt out of sale of personal information (we do not sell)
- **Right to Limit:** Limit use of sensitive personal information
- **Right to Non-Discrimination:** Not be discriminated against for exercising rights

7.3 How to Exercise Your Rights

To exercise any of your rights, contact us through:

- **Email:** chisscake.cc@gmail.com
- **Telephone (Spain):** +34 603 042 080
- **Telephone (USA):** +1 619 247 6644
- **Post:** AD MARQ SL, Calle Golondrina 45, 28023 Madrid, Spain

We will respond within 30 days (GDPR) or 45 days (CCPA). We may request additional information to verify your identity.

8. Data Security

We implement appropriate technical and organizational security measures:

- **Encryption:** All data transmissions encrypted using TLS/SSL (HTTPS)
- **Secure Payment Processing:** Payment information processed by PCI-DSS compliant Stripe
- **Access Controls:** Limited access to personal data on need-to-know basis
- **CAPTCHA Protection:** Cloudflare Turnstile protects forms from automated abuse
- **Regular Updates:** Regular security updates and monitoring

While we strive to protect your personal information, no method of transmission over the Internet is completely secure.

9. Children's Privacy

Our Website and services are not intended for children under 16 years of age in the EU or 13 years of age in the US. We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided us with personal information, please contact us immediately.

10. Third-Party Links and Services

Our Website may contain links to third-party websites and services:

- Instagram (@muxu.cheesecakes)
- TikTok (@muxu.cheesecakes)
- WhatsApp
- Payment processing (Stripe)

These third parties have their own privacy policies, and we are not responsible for their practices.

11. Cookies and Tracking Technologies

We use cookies and similar tracking technologies on our Website. For detailed information, please refer to our [Cookie Policy](#).

12. Updates to This Privacy Policy

We may update this Privacy Policy periodically. When we make material changes, we will:

- Update the effective date at the top of this Policy
- Post the updated Policy on our Website
- For significant changes, provide additional notice (such as email notification)

13. Contact Information

For questions, concerns, or complaints regarding this Privacy Policy:

AD MARQ SL (Trading as Muxu Cheesecakes)

Calle Golondrina 45, 28023 Madrid, Spain

Email: chisscake.cc@gmail.com

Telephone (Spain): +34 603 042 080

Telephone (USA): +1 619 247 6644

WhatsApp (Spain): +34 603 042 080

WhatsApp (USA): +1 619 247 6644

14. Supervisory Authority

If not satisfied with our response, you may lodge a complaint with:

For EU/Spain Residents:

Agencia Española de Protección de Datos (AEPD)

C/ Jorge Juan, 6, 28001 Madrid, Spain

Website: www.aepd.es

Telephone: +34 91 266 35 17

For California Residents:

Office of the Attorney General

California Department of Justice

Website: oag.ca.gov/privacy

15. Additional Disclosures for Specific Jurisdictions

15.1 Nevada Residents

Nevada residents may submit a request directing us not to sell certain personal information. The Company does not currently sell personal information as defined by Nevada law.

15.2 Virginia, Colorado, Connecticut, and Utah Residents

Residents of these states possess rights similar to California residents pursuant to their respective privacy laws.

15.3 Brazil Residents (LGPD)

Brazil residents possess rights pursuant to the Lei Geral de Proteção de Dados (LGPD), including access, correction, deletion, and data portability rights.