Privacy Polic[y](https://getcake.com/demo)

This Privacy Policy was last updated on

June 10th, 2021

Protecting Your Privacy

We, CAKE (we, us, our), are committed to protecting the privacy of our users. To this end, we believe that you have the right to know what information we collect about you, how the information is used, and how you can access or change any of this information.

This privacy policy (Privacy Policy) explains how we use your information and explains what you can expect from CAKE when it comes to the protection of your personal data (your personal information). This Privacy Policy is provided in a layered format so you can click through to the special areas set out below.

Please note that we also process personal data on behalf of our clients who use our CAKE platform(s). In those situations, it is the client who determines the purposes and means of the processing of personal data. Whilst there is a written contract in place between us and our client which sets out our data protection obligations, we neither control what personal data our clients collect nor how they use it. We are not responsible for their privacy statements. This Privacy Policy neither applies to such clients’ use of personal data, nor to our processing of such personal data for such clients. Please consult the terms and conditions and privacy policy of the relevant client to and out how they use your information and to establish whether and for what purpose they collect it.

# About us

**What Information Is Collected?**

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**Why Do You Collect Information?**

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This Privacy Policy is issued on behalf of CAKE Software, Inc., so when we mention ‘CAKE’, ‘we’, ‘us’ or ‘our’ in this Privacy Policy, we are referring to CAKE Software, Inc.

What Information Is Collected?

**Information that you provide to us**

We collect personal data from voluntary user registrations, requests for information, surveys, mailing lists subscriptions, job applications, contact forms and emails. We may also collect personal data that you provide to us when you purchase a product or service from us, or contact or otherwise correspond with us.

The information you provide to us might include your identity and contact data (name, address, email address, and phone number). If you are creating an account you may also provide a password. If you are purchasing a service from us you will also need to provide your payment details. If you are submitting a job application you may also provide your CV, additional information about your academic and work history, references, and any other such similar or related information as may be supplied.

**Information that we collect about you**

We may collect any information contained in any correspondence between us. For example, if you contact us using a form on our site or by email, telephone, Skype, or otherwise, we may keep a record of that correspondence.

We may also collect certain technical and usage information when you visit our website ([**dcake.gdn.hwssp.aptech.org**](https://getcake.com/))

We may also collect certain Information when you access our [mobile application.](https://apps.apple.com/us/app/cake-dashboard/id1492945627) This may include user ID, email address, crash data, IP address and information of user agent of the device making the web request to us.

**Information that we receive from third parties**

In certain circumstances, we will receive information about you from third parties. For example:

1. if you are a job applicant we may contact your current and former employers and/or references to provide information about you;
2. we may use third-party providers to obtain or verify your contact information. For example, we may use third-party databases or websites (such as LinkedIn, io) and other publicly available sources to con#rm your contact details; and
3. we might also receive information about you from third parties if you

have indicated to such third party that you would like to hear from us.

Why Do You Collect Information?

We collect and use your information for the purposes listed below either on the basis of:

1. performance of your contract with us and the provision of our services to you;
2. your consent (where we request it);
3. where we need to comply with a legal or regulatory obligation; or
4. our legitimate interests (see below for more details).

We may use your information for the following purposes:

1. **access to our website**: to improve your user experience through the customization of content and layouts of various pages, (including sharing your information with our website hosts and developers, our digital consultant, designer and website manager) (on the basis of our legitimate interest to ensure our website is presented in an e&ective and optimal manner);
2. **access to our mobile application**: to improve our mobile application quality by collecting crash log information; using Firebase Crashlytics;
3. **registration of your account**: when you sign up on our website or mobile application to use our services, we will use the details provided on your account registration form (on the basis of performing our contract with you);
4. **relationship management and marketing**: to respond to your requests for information and keep you informed about new features and services that we o&er along with any content that we provide through our newsletters, provided that we have the requisite permission to do so (either on the basis of your consent where we have requested it, or, alternatively, our legitimate interests to provide you with marketing communications where we may lawfully do so) and provided that you have not asked us to not contact you;
5. **processing and facilitation of transactions**: we will use your information to process transactions and payments, and to collect and recover money owed to us (on the basis of performing our contract with you and on the basis of our legitimate interest to recover debts due);
6. **suggestions and recommendations**: share your information with reputable organizations who may contact you with special o&ers of possible interest (where we have your consent to do so or, alternatively, on the basis of our legitimate interests to operate a business) and provided that you have not asked us to not to share your data in this way;
7. **user and customer support**: to provide customer service and support (on the basis of our contract with you), deal with inquiries or complaints about the website and share your information with our third-party service providers as necessary to provide customer support (on the basis of our legitimate interest in providing the correct products and services to our website users);
8. **recruitment**: to process any job applications you submit to us (on the basis of your consent where we have requested it, or, alternatively, our legitimate interests to consider job applications, or where we otherwise have a legal obligation to process certain information about our job applicants);
9. **prize draws, competitions and surveys**: to enable you to take part in prize draws, competitions and surveys (on the basis of performing our contract with you and our legitimate interest in studying how our website and services are used, to develop them and grow our business);
10. **fraud and unlawful activity detection**: to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity, including identity fraud (on the basis of our legitimate interests to operate a safe and lawful business or where we otherwise have a legal obligation to do so);
11. **compliance with policies, procedures and laws**: to enable us to comply with our policies and procedures and enforce our legal rights, or to protect the rights, property or safety of our employees, and share your information with our technical and legal advisors (on the basis of our legitimate interests to operate a safe and lawful business or where we otherwise have a legal obligation to do so); and
12. **research and analytics**: to carry out aggregated and anonymized research about general engagement with our website and the use of our services and products (on the basis of our legitimate interest in providing the right kinds of products and services to our website users, and improving our website, products and services). Please read the section titled “Analytical Data” below for more information.

Where we refer to using your information on the basis of our “legitimate interests”, we mean our legitimate business interests in conducting and managing our business and our relationship with you, including the legitimate interest we have in:

1. personalizing, enhancing, modifying or otherwise improving the services, products and/or communications that we provide to you, such as sending you marketing and serving you with advertising that is relevant and likely to be of interest to you;
2. managing payments, fees, and charges and collecting and recovering money owed to us;
3. detecting and preventing fraud and operating a safe and lawful business;
4. maintaining and improving security and optimization of our network, sites and services;
5. con#rming information that you provide to us in a CV or job application, by reference to past employers and/or publicly available employment or business pro#les; and
6. making suggestions and recommendations to you about products or services that may be of interest to you.

Where we use your information for our legitimate interests, we make sure that we take into account any potential impact that such use may have on you and your rights before we process your personal data for our legitimate interests. Our legitimate interests don’t

automatically override yours and we won’t use your information if we believe your interests should override ours unless we have other grounds to do so (such as your consent, or a legal obligation we have). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of speci!c activities by contacting us using the contact details set out in the ‘About us’ section.

If you have any concerns about our processing please refer to details set out in the section “What Rights Do I Have?” below.

As we outline in the section “What Rights Do I Have?” below, from 25 May 2018 you will have the right to object to our using your information for our legitimate interests. However, please keep in mind that your objection to this sort of processing may a"ect our ability to carry out the tasks that we have set out above.

## Children Under 13

We are concerned about the safety of children. Our website is not intended for children. We do not knowingly allow anyone under the age of 13 to provide us with personal data, and we do not knowingly collect or maintain such personal data. If you are under the age of 13, please do not access our website at any time or in any manner. We will take appropriate steps to delete the personal data of persons under the age of 13.

## Further Questions or Comments

If you have any questions about this Privacy Policy or feel that his website has not followed its stated privacy policy, feel free to contact us by email at **thecake@gmail.com**, by phone at [+92 3212358418](file:///F:\e-project%20%20the%20cake\contact.html).

Note: This Privacy Policy applies to all of CAKE’s owned and operated websites and to CAKE’s other information gathering activities.

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