

THE CHAOS OF CAKE – PRIVACY POLICY

Last updated: September 2026

Introduction

This Privacy Policy explains how I collect, use, store and protect your personal information when you visit my website, make an enquiry, purchase a product, book coaching, enrol on a course, download a free resource, join my email list, or otherwise interact with The Chaos of Cake.

I am committed to handling your personal information responsibly, transparently and in accordance with applicable UK data protection law, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR), where applicable.

This policy explains what information I collect, why I collect it, how I use and store it, who I may share it with, how long I keep it, and the rights you have regarding your personal information.

Who I Am

The Chaos of Cake is owned and operated by **Kristina (Krissy) Quinton**, a sole trader based in Ipswich, Suffolk, UK.

Throughout this Privacy Policy, "I", "me" and "my" refer to Kristina Quinton trading as **The Chaos of Cake**.

The Chaos of Cake is the current trading name of Kristina Quinton. The Cake Business Lounge was my previous trading name. References to The Cake Business Lounge in previous correspondence, purchases, resources or accounts relate to the same business.

If you have any questions about this Privacy Policy or how your personal information is used, please contact me using the details at the end of this document.

Information I Collect

Depending on how you interact with my business, I may collect the following information.

Personal Information

This may include your:

- Name
- Email address
- Telephone number
- Postal address
- Billing address
- Business name
- Website address
- Social media profile links
- Other information you choose to provide when communicating with me

Coaching Information

If you work with me through my coaching services, I may collect information relating to:

- Your business goals
- Current challenges
- Business plans and strategies
- Action plans
- Coaching notes
- Session summaries
- Progress updates
- Documents, photographs or other information you choose to share
- Communications relating to your coaching
- Information shared through WhatsApp where WhatsApp is used as part of your coaching service

Purchases and Payment Information

When you purchase a product, course or coaching service, I may retain information relating to your purchase, including your name, contact details, purchase details, invoices and payment confirmations.

Payments are processed securely by **Stripe**. I do not store your full payment card details.

Technical Information

When you use my website, certain technical information may be collected automatically. This may include:

- IP address
- Browser type
- Operating system
- Device information
- Pages visited
- Cookie preferences

- Website analytics information

How I Collect Your Information

I may collect information when you:

- Complete a form on my website
- Make an enquiry
- Purchase a product or course
- Book coaching
- Register for a free resource, workshop, masterclass or other event
- Subscribe to my mailing list
- Complete a questionnaire or feedback form
- Attend a Zoom session
- Communicate with me by email or WhatsApp
- Join or participate in my private Facebook Group
- Interact with my website
- Interact with me through social media
- Use my website and its associated technologies

Some information may also be collected automatically through cookies, analytics and similar technologies.

How I Use Your Information

I may use your personal information to:

- Respond to enquiries
- Provide coaching and mentoring services
- Deliver courses, workshops and other educational content
- Provide access to products and resources you have purchased
- Manage your customer account and existing access
- Process purchases and payments
- Issue invoices and maintain financial records
- Provide customer support
- Communicate with you about products or services you have purchased
- Create coaching notes and session records
- Monitor progress and prepare for future coaching sessions
- Record and provide access to relevant coaching or course sessions
- Improve my services, website and customer experience
- Send newsletters, useful resources, business information and marketing communications where permitted
- Manage my private Facebook Group

- Understand how visitors use my website
- Manage and administer my business
- Comply with legal and regulatory obligations
- Protect my business and the people I work with

Legal Basis for Processing Your Information

I will only use your personal information where I have a lawful basis to do so.

Depending on the circumstances, these may include:

Contract

I may process your information where this is necessary to provide a product or service you have purchased or to take steps at your request before entering into a contract.

This includes providing coaching, courses, digital products and other services, processing payments and providing customer support.

Legitimate Interests

I may process information where it is necessary for my legitimate business interests and those interests are not overridden by your rights and interests.

This may include:

- Responding to enquiries
- Maintaining appropriate business records
- Managing and improving my services and website
- Understanding how my website is used
- Maintaining coaching records
- Managing customer relationships
- Protecting and operating my business

Consent

Where I rely on your consent, I will ask for it where required and you can withdraw your consent at any time.

This may include certain marketing communications and non-essential cookies.

Withdrawing consent will not affect processing that I have already carried out lawfully before your consent was withdrawn.

Legal Obligation

I may process and retain information where this is necessary to comply with a legal obligation, including financial and accounting requirements.

Accuracy of Your Information

I take reasonable steps to ensure that the personal information I hold is accurate and up to date.

Please let me know if your details change so that I can update my records.

Special Category Data

My coaching services are primarily business focused and I do not routinely request special category personal data.

If you choose to share sensitive information during coaching, it will only be processed where necessary to provide the coaching service or where otherwise permitted by law, and will be treated confidentially.

You are not required to share information that you do not wish to provide.

Coaching Sessions, Meeting Recordings and AI Tools

To provide my coaching and educational services, I may use written notes, meeting recordings, transcripts and AI-assisted tools to help record and summarise sessions.

These records may help me:

- Remain focused during sessions
- Maintain accurate records of what was discussed
- Record agreed actions and objectives
- Prepare for future sessions
- Provide continuity between sessions
- Deliver and improve training and educational content

I only collect information that is relevant to providing my services.

Zoom

I use Zoom to deliver coaching sessions, courses, workshops and other online sessions.

Coaching sessions and courses may be recorded. You will be informed that recording is taking place.

Where appropriate, recordings may be used to provide you with access to training, review advice or discussions, maintain accurate records, or form part of course content.

Fathom AI and Zoom Companion

I may use Fathom AI and Zoom's AI Companion features to assist with meeting transcripts, summaries and note-taking.

These tools may process information discussed during a session in order to create transcripts or summaries.

This may include:

- Key discussion points
- Action plans
- Agreed next steps
- Business information
- Other information discussed during the session

AI-assisted tools are used to support my services and do not make decisions about you.

Coaching Recordings

Where a one-to-one coaching session is recorded, the recording is for the person who purchased the coaching service and is not made publicly available or sold as general course content.

Coaching recordings and notes are treated as confidential.

Course Recordings

Courses and educational sessions may be recorded and recordings may be made available to course purchasers or subsequently used as part of the sale or delivery of the relevant course or educational product.

Where participants may be identifiable in a recording, I will provide appropriate information about the recording before it takes place.

Coaching Notes and Confidentiality

Throughout our coaching relationship, I may create confidential coaching notes.

These notes help me to:

- Remember discussions from previous sessions

- Monitor your progress
- Prepare future sessions
- Record agreed actions
- Tailor coaching to your business and goals

Coaching notes are stored securely and are only accessible by me unless disclosure is required or permitted by law.

Information shared during coaching will not be sold or shared with third parties for marketing purposes.

Confidentiality is an important part of my coaching services.

Information discussed during coaching will not be disclosed to anyone else unless:

- You have given your permission
- Disclosure is required by law
- It is necessary to protect someone's safety or prevent serious harm

Confidentiality is separate from data protection legislation. This Privacy Policy explains how your personal information is processed, while confidentiality relates to the professional handling of information shared during coaching.

WhatsApp

WhatsApp may be used as part of certain coaching services where this is included within the service you have purchased.

Information and conversations shared through WhatsApp may be retained for up to **12 months** after the relevant coaching relationship or support period ends, unless I have a legal or legitimate business reason to retain them for longer.

WhatsApp is operated by Meta and is also subject to WhatsApp's own privacy and terms.

Marketing Communications

I may use your personal information to send newsletters, useful resources, business tips, product updates and information about my services and coaching opportunities where I am permitted to do so under applicable marketing and data protection law.

You may receive marketing communications if you have:

- Subscribed to my mailing list
- Signed up for a free resource
- Registered for a webinar, workshop, masterclass or free session

- Purchased a product or digital resource
- Enrolled on a course
- Booked coaching
- Otherwise asked to hear from me

Where consent is required, I will obtain appropriate consent before sending marketing communications.

Every marketing email includes an unsubscribe link. You can also contact me directly if you no longer wish to receive marketing communications.

Unsubscribing from marketing emails will not affect important service or transactional communications relating to products or services you have purchased.

Third-Party Service Providers

I use selected third-party providers to help me operate my business and deliver my services.

These providers may process personal information on my behalf or receive information where necessary to provide their services.

I only provide the information necessary for the relevant purpose and expect third-party providers to handle personal information appropriately.

Wix

My website is hosted and operated using Wix.

Wix may process information submitted through my website and technical information collected when you visit the website.

Stripe

Payments for products and services are processed through Stripe.

Stripe processes payment information, including payment card details. I do not store your full payment card details.

MailerLite

I use MailerLite to send newsletters, marketing emails, product updates and other communications.

If you subscribe to my mailing list, your name and email address may be stored by MailerLite.

Every marketing email contains an unsubscribe option.

Zoom

Zoom is used to deliver online coaching, courses, workshops and meetings.

Where meetings are recorded or transcribed, information from those meetings may be processed by Zoom in accordance with the relevant service and settings.

Fathom AI

Fathom AI may be used to create transcripts and AI-generated summaries of coaching and other meetings.

Google Workspace and Google Drive

I use Google Workspace and Google Drive to store business documents, coaching resources, client information and other information necessary to operate my business.

Google Forms

Google Forms may be used to collect information for bookings, questionnaires, feedback, coaching exercises, event registrations and other business purposes.

Google Analytics and Wix Analytics

I use analytics tools including Google Analytics and Wix Analytics to understand how visitors use my website and to improve its content, functionality and user experience.

Facebook

I operate a private Facebook Group for my community.

If you choose to join or participate in this group, information you voluntarily share may be visible to other members of the group.

Facebook/Meta also processes information in accordance with its own privacy policy.

Instagram and TikTok

If you interact with me or my business through Instagram or TikTok, the relevant platform may process information about you in accordance with its own privacy policy.

YouTube

Some courses, educational resources or other content may include videos hosted on YouTube.

Viewing YouTube content may result in YouTube processing information in accordance with its own privacy policy.

Affiliate Links

I may use affiliate links to recommend products, software, services or businesses that I use or consider relevant to my audience.

If you click an affiliate link and subsequently make a purchase, I may receive a commission from the provider.

The use of an affiliate link does not change the price you pay unless specifically stated otherwise.

Affiliate providers may use cookies or similar technologies to identify that a referral came through my website or content. Their own privacy policies will apply to the processing they carry out.

Other Professional Service Providers

From time to time, I may use other trusted professional or technology providers, such as accountants, software providers, website developers, IT support or other business service providers.

These providers will only have access to personal information where necessary to provide their services.

Cookies and Website Analytics

When you visit my website, cookies and similar technologies may be used to:

- Make the website function correctly
- Remember preferences
- Understand how visitors use the website
- Improve website performance
- Measure the effectiveness of content and marketing

Some cookies are essential for the website to function.

Where required, non-essential cookies will only be used after you have provided the appropriate consent through the website's cookie controls.

You can also manage or remove cookies through your browser settings.

Some third-party services, including analytics providers and affiliate services, may place cookies or similar technologies on your device.

I do not use cookies to make solely automated decisions about you.

International Transfers of Personal Information

Some of the third-party providers I use may store or process personal information outside the United Kingdom.

Where personal information is transferred outside the UK, I will ensure that the transfer is made in accordance with applicable UK data protection law and that appropriate safeguards are in place where required.

These safeguards may include an adequacy regulation, the UK International Data Transfer Agreement (IDTA), the UK Addendum to the EU Standard Contractual Clauses, or another lawful transfer mechanism recognised under UK data protection law.

How Long I Keep Your Information

I only keep personal information for as long as necessary for the purpose for which it was collected, or where I am legally required or otherwise permitted to retain it.

Retention periods vary depending on the type of information involved.

Coaching and Mentoring Clients

Information relating to coaching and mentoring clients is retained for the duration of our coaching relationship and for a reasonable period afterwards, allowing me to respond to queries, provide ongoing support where appropriate and maintain accurate business records.

Financial Records

Invoices, payment records and accounting information are retained for a minimum of seven years in accordance with applicable UK tax and accounting requirements.

Mailing List Subscribers

If you subscribe to my mailing list, your information will remain on my mailing list until you unsubscribe or I otherwise determine that it is no longer necessary to retain it.

Every marketing email contains an unsubscribe link.

Enquiries

If you make an enquiry but do not become a client or customer, I may retain relevant correspondence for a reasonable period in case you contact me again regarding the same enquiry or where necessary for legitimate business record-keeping.

WhatsApp Coaching Conversations

WhatsApp conversations relating to coaching services will normally be retained for up to 12 months after the relevant coaching relationship or support period ends.

Inactive Client Records

Inactive client records will normally be deleted after seven years unless there is a legal reason or legitimate business need to retain them for longer.

Where information is no longer required, it will be securely deleted or anonymised where appropriate.

Existing Purchases, Accounts and the Rebrand

The Cake Business Lounge was my previous trading name and **The Chaos of Cake is my current trading name.**

The rebrand does not, by itself, cancel or change existing purchases, coaching arrangements, customer accounts or access to products that you have already purchased.

Where you have an existing account or login for a product or course, your existing login will remain in place unless you are specifically informed otherwise.

Previous correspondence, resources, invoices or purchase records may therefore refer to **The Cake Business Lounge**, while current communications and services may refer to **The Chaos of Cake**.

Keeping Your Information Secure

Protecting your personal information is important to me.

I use appropriate technical and organisational measures to safeguard the information I hold.

These measures may include:

- Password-protected systems
- Secure connections
- Secure cloud storage
- Restricted access to personal information

- Trusted third-party service providers
- Software updates and security measures
- Appropriate account and access controls

Although no method of transmitting or storing information online can ever be guaranteed to be completely secure, I take reasonable steps to minimise risks and protect the personal information entrusted to me.

Your Rights

Under applicable UK data protection law, you have a number of rights regarding your personal information.

Depending on the circumstances, these may include the right to:

- Request access to the personal information I hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information where appropriate
- Request restriction of how your information is processed
- Object to certain types of processing
- Request a copy of your information in a structured, commonly used and machine-readable format where applicable
- Withdraw consent where processing is based on consent

You may also have the right to object to direct marketing.

Some of these rights are subject to legal exceptions and may not apply in every situation.

If you would like to exercise one of your rights, please contact me using the details provided below.

I will respond to requests within the timescales required by applicable data protection law.

Automated Decision-Making and Profiling

I do not use your personal information to make solely automated decisions that produce legal or similarly significant effects.

Although I may use AI-assisted tools such as Fathom AI and Zoom AI Companion to create meeting transcripts or summaries, these tools do not make decisions about you.

Decisions relating to coaching, customer support and my business services are made by me.

I do not carry out profiling for the purpose of making solely automated decisions about you.

If There Is a Data Breach

I take appropriate steps to protect your personal information, but no system can ever be completely secure.

If I become aware of a personal data breach, I will assess the breach and take appropriate action in accordance with applicable data protection law.

Where required by law, I will notify the Information Commissioner's Office (ICO) and affected individuals within the applicable timescales.

Complaints

If you have concerns about how I have handled your personal information, please contact me first so that I have the opportunity to understand and resolve your concern.

You also have the right to complain to the **Information Commissioner's Office (ICO)**, the UK's independent authority responsible for upholding information rights.

You can find information about making a complaint on the ICO website.

Changes to This Privacy Policy

I may update this Privacy Policy from time to time to reflect changes in legislation, my business practices, technology or the services I provide.

The most recent version will always be published on my website, together with the date it was last updated.

Where significant changes are made, I may also notify customers or subscribers by email where appropriate.

Contact Details

If you have any questions about this Privacy Policy, wish to exercise your data protection rights, or have concerns about how your personal information is used, please contact:

Kristina (Krissy) Quinton

The Chaos of Cake

Ipswich, Suffolk, UK

Email: krissy@thechaosofcake.co.uk

Website: www.thechaosofcake.co.uk

WhatsApp may also be used for coaching clients where WhatsApp forms part of their coaching service.