Sweet Exchange Cakery

Privacy Policy

Last updated 30 October 2026 | Version 1.2 | ABN 86 055 374 220

Sweet Exchange Cakery respects your privacy and is committed to protecting the personal information you share with me.

This Privacy Policy explains how Sweet Exchange Cakery ("Sweet Exchange Cakery", "I", "me" or "my") collects, stores, uses and discloses personal information when you visit my website, contact me, request a quote, place an order, join my mailing list or otherwise interact with my business.

I aim to manage personal information responsibly and in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles and other applicable Australian privacy laws where they apply to my business.

By using my website or providing personal information to me, you acknowledge that you have read and understood this Privacy Policy.

1. Who I Are

Sweet Exchange Cakery is an Australian cake and dessert business providing handcrafted cupcakes, cake pops, cake pucks, cakesicles, corporate treats and other custom Products for birthdays, weddings, baby showers, corporate events, celebrations and special occasions.

- Trading name: Sweet Exchange Cakery
- Legal business or owner name: Sweet Exchange Cakery
- ABN: 86 055 374 220
- Website: www.sweetexchangecakery.com.au
- Email: hello@sweetexchangecakery.com.au
- Location: Brisbane, Queensland, Australia

2. Collection Notices

Where appropriate, Sweet Exchange Cakery may provide a short privacy notice when collecting personal information, including through enquiry forms, quote forms, order forms, mailing-list sign-ups and file-upload fields.

These notices may explain why the information is being collected, whether providing it is optional, how it will be used and where this Privacy Policy can be accessed.

3. Personal Information I Collect

The personal information I collect will depend on how you interact with Sweet Exchange Cakery.

- Your full name
- Email address
- Telephone number
- Billing address
- Collection or delivery address
- Event date, location and occasion
- Information about your enquiry or order
- Preferred colours, themes, quantities, flavours and designs
- Inspiration photographs, invitations or reference images you provide
- Company names, logos, branding and artwork supplied for corporate orders
- Names, ages, messages or other wording requested for personalised Products
- Dietary requirements, allergies and intolerances relevant to your order
- Details contained in enquiries, quote requests, reviews, complaints or correspondence
- Payment and transaction information

- Marketing and communication preferences
- Website usage information, such as your IP address, browser, device, pages visited and approximate location
- Any other information you voluntarily provide to me

Please avoid providing sensitive personal information unless it is genuinely required for your enquiry or order.

Where an order involves allergies, intolerances or other dietary requirements, I may collect limited health-related information so I can understand and respond to your request. This information will only be used for purposes connected with your enquiry or order.

4. How I Collect Personal Information

I may collect personal information when you:

- Visit or use my website
- Complete an enquiry, contact, order or quote request form
- Contact me by email, telephone, social media or another messaging service
- Request a quote
- Place or pay for an order
- Subscribe to my mailing list
- Enter a promotion, competition or giveaway
- Leave a review, testimonial or social media comment
- Provide photographs, inspiration images, artwork or event information
- Interact with my advertisements, emails or social media pages
- Communicate with me for any other reason

I generally collect personal information directly from you.

In some circumstances, information may be provided by another person acting on your behalf, such as a family member, event organiser, employer or business representative placing or collecting an order.

I may also automatically collect limited technical information through cookies, analytics tools and similar website technologies.

5. Unsolicited Personal Information

If Sweet Exchange Cakery receives personal information that I did not request, I will consider whether it is reasonably necessary for my business activities.

Where the information is not required and it is lawful and reasonable to do so, I may securely delete, destroy or de-identify it.

6. Why I Collect and Use Personal Information

I may collect and use personal information to:

- Respond to questions and enquiries
- Prepare quotations
- Discuss, design and confirm custom orders
- Process, produce and fulfil orders
- Arrange collection, local delivery or courier delivery
- Process payments and maintain transaction records
- Contact you about your enquiry, quote, payment or order
- Provide customer service
- Manage changes, postponements, cancellations, refunds, complaints or disputes
- Understand dietary and allergy-related requests
- Reproduce approved logos, branding, messages or artwork
- Improve my Products, website and customer experience
- Maintain business, accounting, taxation and insurance records

- Prevent fraud, misuse and security incidents
- Send marketing communications where you have consented or where otherwise permitted by law
- Measure website performance and understand how visitors use my website
- Promote Sweet Exchange Cakery, subject to any consent required for customer photographs, testimonials or personal information
- Comply with legal and regulatory obligations
- Establish, exercise or defend legal claims

I will not use your personal information for an unrelated purpose unless I have your consent or are permitted or required to do so by law.

7. Custom Orders, Photographs and Inspiration Images

When requesting a custom order, you may choose to provide photographs, invitations, logos, colour samples, screenshots, wording or other reference material.

I use this information to understand your request and create a Product suited to your preferred theme or occasion.

Inspiration images are used as a guide only. Sweet Exchange Cakery applies its own creative and artistic interpretation and does not produce exact replicas of another creator's work.

Please only provide photographs, artwork, logos and other materials that you are authorised to share.

I will not intentionally publish a customer's private photographs, personal details or event information for marketing purposes without permission.

I may photograph completed Products and use those photographs on my website, social media pages, portfolio, advertisements or other marketing materials, provided they do not disclose personal information.

Where a photograph clearly identifies a customer, child, guest or private event, I will seek appropriate permission before publishing it.

8. Corporate Orders and Customer-Supplied Artwork

Corporate customers may provide company names, logos, branding guidelines, artwork, employee details, event information or delivery contacts.

I use this information to prepare quotations, reproduce approved branding, communicate about the order and arrange fulfilment or delivery.

The Customer is responsible for ensuring they have permission or authority to provide and use any logo, trademark, image, artwork or personal information supplied to Sweet Exchange Cakery.

I will not use customer-supplied corporate artwork for unrelated purposes without permission, except where reasonably necessary to administer the order, maintain business records or comply with the law.

9. Payment Information

Payments may be processed by a bank, payment gateway or other third-party payment provider.

When you pay through a third-party payment service, that provider may collect and process your payment information under its own privacy policy and terms.

Sweet Exchange Cakery does not generally receive or store your complete credit or debit card details.

I may retain limited transaction information, including the amount paid, payment date, transaction or invoice reference, payment method, payment status and refund information. This information may be retained for order management, accounting, taxation, fraud prevention and legal purposes.

10. Cookies and Website Analytics

My website may use cookies and similar technologies to make the website function correctly, remember preferences, understand website traffic, measure advertising performance and improve the visitor experience.

Cookies are small data files stored on your browser or device.

Depending on the website services I use, cookies may collect information including:

- IP address
- Browser and device type
- Operating system
- Pages viewed
- Time spent on the website
- Referring website
- General geographic location
- Website interactions
- Advertising or campaign information

Some cookies may be placed by third-party services, including website hosts, analytics providers, payment processors, social media platforms and advertising services.

You can usually manage or disable cookies through your browser settings. Disabling certain cookies may affect how parts of the website operate.

Where required by law, I will request consent before using non-essential cookies.

Google Ads: I use the Google Ads tag (provided by Google) to measure advertising performance - for example, whether a visit, a paid online order or a submitted enquiry came from one of my ads. For these measurements Google receives the order or enquiry reference and, for paid orders, the order value. I do not send your name, email address, phone number or messages to Google. Google may use cookies and device information as described in its own privacy policy (policies.google.com/privacy).

The Google Ads tag stays off for every visitor in every country, including Australia, unless you accept it in my cookie choices ("Accept all" or by ticking Google in "Manage your preferences"). Choosing "Only necessary cookies" keeps it off. You can change or withdraw your choice at any time using the "Cookie settings" link in the website footer, opt out of personalised ads at adssettings.google.com, or block cookies in your browser.

Meta Pixel (Facebook and Instagram): with your permission I use the Meta Pixel, provided by Meta Platforms, to measure whether my Facebook and Instagram ads lead to page visits and successful enquiries, and to help Meta deliver and optimise those ads. When it is active, Meta receives information from your browser such as your IP address, browser and device details, Meta cookie identifiers (including, if you arrived from a Facebook or Instagram ad, the ad click identifier stored in a first-party _fbc cookie), the public page you are viewing, the referring page and the event (a page view or a successful enquiry). This is personal information about your browsing and is not anonymous. I do not send your name, email address, phone number, messages, dietary or allergy details, attachments or order and enquiry references to Meta, and the Pixel is never loaded on order, payment, quote, invoice, receipt or account pages. Meta handles this information under its own privacy policy (facebook.com/privacy/policy).

The Meta Pixel stays off in every country, including Australia, unless you tick it in my cookie choices. You can withdraw at any time using the "Cookie settings" link in the website footer; Meta measurement stops straight away, including in other open tabs, and the Meta cookies set on this website are removed. You can also manage ad preferences in your Facebook or Instagram settings or block cookies in your browser.

11. Marketing Communications

I may send marketing emails or messages where you have provided consent, where consent may lawfully be inferred or where another lawful basis permits me to do so.

Marketing communications may include information about:

- New Products and designs
- Seasonal collections
- Upcoming availability
- Special offers and promotions

- Competitions and giveaways
- Business updates
- Event ideas and inspiration

Marketing messages will identify Sweet Exchange Cakery and include a clear method for unsubscribing.

You may unsubscribe at any time by using the unsubscribe link in an email, following the opt-out instructions in a message, replying STOP where that option is provided, or contacting me at hello@sweetexchangecakery.com.au.

I will honour unsubscribe requests as soon as reasonably practicable and within five working days, as required by Australian spam laws.

Unsubscribing from marketing communications will not prevent me from sending necessary service communications relating to an active enquiry, quote, invoice, payment, collection, delivery or order.

Transactional SMS: if you give me a mobile number, it may be used to contact you about your enquiry or order, including important booking and order status updates via SMS. These are one-way service messages only; I do not send marketing by SMS, and replies to these texts are not monitored. To stop service texts, call 0467 552 130 or email hello@sweetexchangecakery.com.au and I will continue contacting you by email or phone instead.

12. When I Disclose Personal Information

I do not sell or rent personal information.

I may disclose personal information to trusted third parties where reasonably necessary to operate Sweet Exchange Cakery, including:

- Website hosting and website management providers
- Email and communication platforms
- Payment processors and financial institutions
- Delivery, courier or transport providers
- Cloud storage and technology providers
- Customer management, invoicing and booking services
- Analytics and advertising providers
- Social media platforms
- Accountants, bookkeepers, insurers, lawyers and professional advisers
- Government agencies, regulators, courts or law enforcement bodies where required or authorised by law
- A purchaser or professional adviser involved in a proposed sale, restructure or transfer of the business

I only provide service providers with the personal information reasonably necessary for them to perform their services.

Third-party providers may handle personal information under their own privacy policies and legal obligations.

13. Overseas Disclosure

Some technology and service providers used by Sweet Exchange Cakery may store or process information outside Australia.

Depending on the providers and platforms used, personal information may be processed in the United States and in other countries in which those providers operate.

Where reasonably practicable, I select reputable providers and take reasonable steps to ensure personal information is handled appropriately.

However, privacy laws in overseas jurisdictions may differ from Australian privacy laws.

14. How I Store and Protect Personal Information

Personal information may be stored electronically through my website, email account, payment platform, cloud services, invoicing systems, social media accounts or secured devices. Limited personal information may also be retained in paper records.

I take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure.

These measures may include:

- Password-protected accounts and devices
- Multi-factor authentication where available
- Restricted access to business information
- Reputable website, payment and cloud service providers
- Software updates and security controls
- Secure payment processing
- Appropriate backup practices
- Secure destruction or deletion when information is no longer required

No internet transmission or electronic storage system is completely secure. While I take reasonable precautions, I cannot guarantee absolute security.

If I become aware of a suspected data breach, I will investigate it and take appropriate action. Where legally required, I will notify affected individuals and the Office of the Australian Information Commissioner.

15. How Long I Keep Personal Information

I retain personal information only for as long as it is reasonably required for the purposes described in this Privacy Policy or to meet my legal, accounting, taxation, insurance and record-keeping obligations.

Order, invoice and transaction records may need to be retained for several years.

Marketing information may be retained until you unsubscribe or withdraw your consent, subject to any records I am legally required to retain.

When personal information is no longer required, I will take reasonable steps to delete, destroy or de-identify it unless I am legally required to retain it.

16. Accessing or Correcting Your Information

You may ask me to provide access to personal information I hold about you or request that inaccurate, incomplete or outdated information be corrected.

To make a request, contact me at hello@sweetexchangecakery.com.au.

I may need to verify your identity before processing a request.

I will respond within a reasonable period.

In limited circumstances, I may be unable to provide access to certain information. If this occurs, I will explain the reason where it is lawful and reasonable to do so.

17. Remaining Anonymous

Where practical, you may browse my website or make a general enquiry without identifying yourself.

However, I will generally need your name and contact information to prepare a personalised quotation, discuss or confirm an order, issue an invoice, accept or verify payment, arrange collection or delivery, or respond to a complaint or refund request.

18. Information About Children

My Products may be ordered for children's events, but my website and ordering services are intended for adults.

A parent, guardian or responsible adult should provide any information required for an order involving a child.

Please avoid providing unnecessary personal information about children.

I do not knowingly collect personal information directly from children without appropriate adult involvement.

Where a child's name, age or photograph is provided for personalisation, I will only use that information for the

relevant enquiry or order unless additional permission has been provided.

19. Reviews and Testimonials

Where you submit a review or testimonial, I may ask for permission to publish it on my website, social media pages or promotional materials.

I may publish your first name or business name with your permission.

I will not intentionally publish private contact information or other unnecessary personal details.

Reviews submitted directly to third-party platforms, including social media and online review services, are also subject to the privacy terms of those platforms.

20. Third-Party Websites and Social Media

My website may include links to third-party websites, payment platforms, courier services or social media platforms.

Sweet Exchange Cakery is not responsible for the privacy practices, security or content of third-party services.

I encourage you to review the relevant privacy policies before providing personal information.

Information posted publicly on social media may be visible to other users and is subject to the privacy practices and settings of the relevant platform.

21. Privacy Complaints

If you believe I have mishandled your personal information or breached an applicable privacy obligation, please contact me.

Please include your name and contact details, a description of your concern, relevant dates or correspondence, and the outcome you are seeking.

I will acknowledge your privacy complaint as soon as reasonably practicable and aim to provide a response within 30 days. If additional time is required due to the complexity of the matter, I will contact you and explain the reason for the delay.

Where the Privacy Act applies and you are not satisfied with my response, you may contact the Office of the Australian Information Commissioner.

22. Changes to This Privacy Policy

I may update this Privacy Policy when my business practices, Products, website services, technology providers or legal obligations change.

The latest version will be published on my website with an updated revision date.

I encourage you to review this Privacy Policy periodically.

23. Contact Me

For questions, access or correction requests, privacy concerns or complaints, please contact:

- Sweet Exchange Cakery
- Website: www.sweetexchangecakery.com.au
- Email: hello@sweetexchangecakery.com.au
- Location: Brisbane, Queensland, Australia

Questions? Email hello@sweetexchangecakery.com.au or visit www.sweetexchangecakery.com.au/privacy-policy