Cream or Jam – Privacy Policy

Privacy Policy

Last updated: 18 October 2026
Cream or Jam helps you find the best afternoon teas in the UK. This policy explains what personal information we collect when you use creamorjam.co.uk, why we collect it, and the choices and rights you have. We keep it short and plain, and we only collect what we need.

1. Who we are

Cream or Jam is run by Melanie Day, a sole trader trading as Cream or Jam, based in the United Kingdom. For the purposes of UK data protection law, I am the "controller" of your personal information. In this policy, "we", "us" and "our" mean Cream or Jam.

- **Email:** privacy@creamorjam.co.uk
- **Postal address:** 18 Firs Avenue, Windsor SL4 4BL

This policy covers visitors to our website, newsletter subscribers, people who contact us, people who leave reviews, and venue owners or staff who claim or manage a listing. It does not cover the websites of venues or partners we link to — please read their own privacy policies.

2. The information we collect

Information you give us

- **Newsletter:** your email address, first name (if you choose to give it), and the date and method of your sign-up.
- **Contact and venue enquiry forms:** your name, email address, any phone number or venue name you provide, and the content of your message.
- **Venue owner accounts:** your name, business email, phone number, your role at the venue, login details (passwords are stored encrypted), and the listing information you add or edit, such as opening times, menus, prices and photos.
- **Reviews and ratings:** your display name, email address (not published), your review, rating, any photos you upload, and the date you posted.

Information collected automatically

When you visit our site we, and the third-party tools we use, may collect your IP address, device and browser type, pages viewed, time spent on pages, the site that referred you, your approximate location (town or region, not precise location), and clicks on affiliate or booking links. Most of this is collected through cookies and similar technologies — see section 4.

Information from others

Affiliate networks and partners may tell us when a click from our site leads to a purchase, so we can be paid commission. This report normally contains a transaction reference and value, not your name or contact details.

We do not knowingly collect special category data (such as health or religious information). Please don't include it in reviews or messages.

3. How we use your information and our lawful basis

UK data protection law says we must have a valid reason (a "lawful basis") for each use of your information. Here is what we do and why.

What we do	Information used	Lawful basis
Send our newsletter with afternoon tea ideas, seasonal offers and partner deals	Email address, first name	Consent — you can unsubscribe any time
Reply to your questions and venue enquiries	Contact details, message	Legitimate interests (answering people who contact us)
Create and run venue owner accounts and verify listing claims	Account and venue details	Contract (providing the account you asked for)
Publish and moderate reviews and ratings	Display name, review, rating, photos, email	Legitimate interests (helpful, genuine reviews for readers)
Understand how the site is used and improve it	Analytics data	Consent (via our cookie banner)
Earn commission when you buy through affiliate links	Click and transaction data	Consent (via our cookie banner)
Show maps of venue locations	IP address, device data (shared with Google)	Consent (via our cookie banner)
Measure and show relevant ads on social media	Pixel data	Consent (via our cookie banner)
Keep the site secure and prevent spam, fraud and fake reviews	IP address, account and usage data	Legitimate interests (protecting the site and its users)
Meet legal, tax and accounting duties, and handle legal claims	Records we need to keep	Legal obligation / legitimate interests

Where we rely on legitimate interests, we have balanced our interests against your rights. You can ask us for details of that balancing. We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

4. Cookies and similar technologies

Cookies are small files saved on your device when you visit a website. We only use non-essential cookies

if you agree through our cookie banner. You can change your choice at any time using the **Cookie settings** link in our footer.

Type	What it does	Provider	Needs your consent?
Strictly necessary	Keeps the site working, remembers your cookie choice, keeps venue owners logged in, protects forms from spam	Cream or Jam, [hosting provider], [spam protection tool]	No
Analytics	Counts visits and shows which pages are popular, so we can improve the site	Google Analytics 4	Yes
Affiliate tracking	Records that you came from Cream or Jam when you click a voucher or booking link, so we can earn commission at no extra cost to you	[Awin / Virgin Experience Days / other partners]	Yes
Maps	Shows interactive Google Maps of venue locations	Google Maps	Yes
Marketing pixels	Measures our social media ads and may show you Cream or Jam ads on those platforms	[Meta, Pinterest]	Yes

If you decline Maps cookies, you'll see a placeholder with a link to view the location on Google Maps instead. Declining affiliate cookies doesn't stop the links working — it just means we may not be credited for the sale.

You can also block or delete cookies in your browser settings, though some parts of the site may not work properly. Google offers an opt-out browser add-on for Google Analytics.

5. Who we share your information with

We never sell your personal information. We share it only with:

- **Service providers who help run the site**, acting on our instructions: website hosting fast hosts, newsletter platform [Mailchimp/MailerLite/other], form and spam protection tools, and our web developer when they need access to fix or maintain the site.
- **Google, Meta and [Pinterest]**, for analytics, maps and advertising, if you consent to those cookies. These companies may also use the data for their own purposes under their own privacy policies.
- **Affiliate networks and partners**, such as [Awin] and [Virgin Experience Days], to track clicks and sales from our links.
- **Venues**, only where you ask us to pass on an enquiry. Reviews you post are public and can be seen by venues and anyone visiting the site.
- **Professional advisers**, such as an accountant or solicitor, where needed.

- **Authorities or others**, where the law requires it, or to protect our rights, our users or the public.
- **A buyer or successor**, if Cream or Jam is sold or transferred, who would continue to use your information in line with this policy.

International transfers

Some providers (for example Google, Meta and some email platforms) may process data outside the UK, including in the United States. When this happens, we make sure appropriate safeguards are in place, such as the UK–US "data bridge" for certified companies, UK adequacy regulations, or the ICO's International Data Transfer Agreement or Addendum.

6. How long we keep your information

Information	**How long we keep it**
Newsletter details	Until you unsubscribe; we then keep your email on a suppression list so we don't email you again
Contact and enquiry messages	Up to 2 years after our last contact with you
Venue owner accounts	While the account is active, then up to 2 years after it is closed
Reviews and ratings	While the venue is listed, unless you ask us to remove them sooner
Analytics data	14 months (our Google Analytics setting)
Business, tax and payment records	6 years, as required by HMRC

After these periods we securely delete or anonymise your information.

7. Reviews and venue listings

Reviews are public and show your display name, so please don't include personal details you'd rather keep private. We may moderate, edit for clarity, or remove reviews that are fake, offensive, unlawful or break our [Review Guidelines]. Venue owners can see reviews of their venue and reply publicly.

Venue listings mainly contain business information. Where a listing names an individual (for example a sole-trader tea room owner), we use publicly available business information under our legitimate interests in running a helpful directory. Owners can claim, correct or ask us to remove their details at any time.

8. Keeping your information secure

We use appropriate technical and organisational measures to protect your information, including an SSL-secured (HTTPS) site, encrypted passwords, strong access controls, regular updates and backups, and only giving access to people who need it. No website can be completely secure, so please use a strong, unique password for your venue account.

9. Children

Cream or Jam is intended for adults. We don't knowingly collect information from anyone under 18. Newsletter sign-ups, reviews and venue accounts are for adults only. If you believe a child has given us their information, please contact us and we'll delete it.

10. Your rights

Under UK data protection law you have the right to:

- **Access** — ask for a copy of the information we hold about you.
- **Rectification** — ask us to correct information that is wrong or incomplete.
- **Erasure** — ask us to delete your information in certain circumstances.
- **Restriction** — ask us to limit how we use your information.
- **Objection** — object to us using your information based on legitimate interests, and to direct marketing at any time.
- **Portability** — ask for information you gave us in a reusable format.
- **Withdraw consent** — at any time, for example by unsubscribing or changing your cookie settings. This doesn't affect anything we did before you withdrew.

To use any of these rights, email privacy@creamorjam.co.uk. We'll respond within one month, and may ask you to confirm your identity first. There's usually no charge.

11. Complaints

If you're unhappy with how we've handled your information, please contact us first at privacy@creamorjam.co.uk and we'll try to put it right. We'll acknowledge your complaint within 30 days.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator: ico.org.uk/make-a-complaint or 0303 123 1113.

12. Changes to this policy

We may update this policy from time to time, for example when we add new features such as paid listings. We'll post the new version on this page and change the "Last updated" date. If the changes are significant, we'll let newsletter subscribers and venue account holders know by email.

13. Contact us

Questions about this policy or your information? Get in touch:

Cream or Jam
Melanie Day, trading as Cream or Jam
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privacy@creamorjam.co.uk