

# Privacy Policy

**Last updated: 21 August 2026**

This Privacy Policy explains how All Day Ginger collects, uses, stores and protects personal data when you visit our website, contact us or purchase products from our online store.

We process personal data in accordance with the EU General Data Protection Regulation (GDPR) and other applicable Finnish and European data protection legislation.

## 1. Data Controller

The controller responsible for your personal data is:

### **All Day Ginger**

Official registered company name: Adg Foods and Drinks Oy

Business ID: 3642503-5

Address: Thrumanin Puistotie 2 B 12, 02700, Kauniainen

Email for privacy matters: [hello@alldayginger.com](mailto:hello@alldayginger.com)

Telephone: +358 405 84 44 34

## 2. Personal Data We May Collect

Depending on how you interact with us, we may process information including:

- your name;
- billing and delivery address;
- email address;
- telephone number;
- order details and purchase history;
- payment status and transaction information;
- communications with customer service;
- refund and complaint information;
- marketing preferences;
- IP address;
- browser and device information;
- website usage information;
- cookie identifiers and similar technical information; and

- any other information you voluntarily provide to us.

Where payments are processed by an external payment service provider, we generally do not receive or store your complete payment-card information.

### 3. Why We Process Personal Data

We process personal data for purposes including:

#### Processing and Delivering Orders

We use customer information to receive orders, process payments, prepare products, arrange delivery, provide order confirmations and handle refunds or complaints.

The legal basis is primarily the performance of a contract.

#### Customer Service

We process personal data when responding to questions, requests, complaints and other customer communications.

Depending on the circumstances, the legal basis may be performance of a contract or our legitimate interest in providing customer service and managing our business.

#### Accounting, Tax and Legal Obligations

We retain certain transaction, invoice and customer information where required by Finnish accounting, tax, food safety or other applicable legislation.

The legal basis is compliance with our legal obligations.

#### Fraud Prevention and Website Security

We may process technical, transaction and account information where reasonably necessary to prevent fraud, misuse, security incidents and unauthorised access.

The legal basis is our legitimate interest in protecting our business, customers and online services.

#### Marketing

If you subscribe to our newsletter or otherwise give consent to receive electronic marketing, we may use your contact information to send you marketing communications.

Where consent is required, the legal basis is your consent.

You can withdraw your consent and unsubscribe from marketing communications at any time.

## 4. Cookies and Similar Technologies

Our website may use cookies and similar technologies.

Cookies that are strictly necessary for the functioning, security, shopping basket or checkout process may be used without consent where permitted by law.

Non-essential cookies, including analytics, advertising or marketing cookies, will only be used where the legally required consent has been obtained.

You must be able to accept or reject non-essential cookies and change or withdraw your choices.

More detailed information about the cookies actually used by our website should be provided through the website's cookie settings or cookie information.

We do not treat continued use of the website as consent to non-essential cookies.

## 5. Who We Share Personal Data With

We may disclose personal data to service providers where necessary to operate our business, including providers of:

- online-store and website hosting;
- payment processing;
- delivery and logistics;
- IT and cybersecurity services;
- accounting and financial administration;
- customer communication;
- email and newsletter services; and
- analytics or advertising services where you have provided any required consent.

These service providers receive only the information reasonably necessary for their role.

We may also disclose personal data where required by law, a court, a competent authority or for the establishment, exercise or defence of legal claims.

We do not sell customer personal data.

## 6. International Data Transfers

Some technology or service providers may process personal data outside Finland or outside the European Economic Area.

Where personal data is transferred outside the European Economic Area, we take appropriate steps required by applicable data protection law, such as relying on an adequacy decision or appropriate contractual safeguards where applicable.

The exact transfer arrangements depend on the service providers used by All Day Ginger.

## 7. How Long We Keep Personal Data

We retain personal data only for as long as reasonably necessary for the purpose for which it was collected or where retention is required by law.

For example:

- order, transaction and accounting information is retained for the periods required by applicable Finnish accounting and tax legislation;
- customer service information is retained for as long as reasonably necessary to deal with the matter and any related legal claims;
- marketing information is retained until consent is withdrawn or the information is no longer required for the relevant marketing purpose;
- cookie and analytics information is retained according to the retention settings of the relevant services and the choices made by the user.

When information is no longer required, it will be deleted, anonymised or otherwise securely disposed of where appropriate.

## 8. Your Data Protection Rights

Subject to the conditions and exceptions provided by the GDPR, you may have the right to:

- obtain information about how your personal data is processed;
- request access to your personal data;
- request correction of inaccurate or incomplete data;
- request deletion of your personal data;

- request restriction of processing;
- object to certain processing based on legitimate interests;
- receive certain personal data in a portable format;
- withdraw consent at any time where processing is based on consent; and
- lodge a complaint with a competent data protection supervisory authority.

Withdrawing consent does not affect the lawfulness of processing carried out before consent was withdrawn.

To exercise your rights, contact:

**hello@alldayginger.com**

We may need to verify your identity before responding to a request.

## 9. Complaints

If you believe that your personal data has been processed unlawfully, please contact us first so that we can investigate the matter.

You also have the right to lodge a complaint with the competent supervisory authority.

In Finland, the supervisory authority is the **Office of the Data Protection Ombudsman**.

## 10. Data Security

We use reasonable technical and organisational measures intended to protect personal data against unauthorised access, accidental loss, destruction, alteration or disclosure.

However, no internet-based service or electronic storage system can be guaranteed to be completely secure.

## 11. Third-Party Services

Our website may use third-party services such as payment providers, delivery providers or other technology providers.

When a third party acts independently as a data controller, its own privacy terms may also apply to its processing of personal data.

## 12. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our operations, service providers, technology or legal requirements.

The latest version will be made available on our website together with its date of update.

## 13. Contact

For questions concerning this Privacy Policy or the processing of your personal data, contact:

**All Day Ginger**

Thurmanin Puistotie 2 B 12, 02700 Kauniainen

hello@alldayginger.com

+358 405 84 44 34

Business ID: 3642503-5