

Privacy Policy

and

Cookie Policy

Mesmerising Icing is committed to complying with the General Data Protection Regulation (GDPR) in order to protect the privacy of its customers. All information that is collected from you will only ever be used lawfully (In accordance with the General Data Protection Regulation - GDPR).

Information is collected about you to process your order and to provide you with the best possible service.

Your information is not passed on to third parties without gaining your explicit consent. **Mesmerising Icing** will never ask you for information that is not relevant or in relation to any order/products or services that you have enquired about.

WHO IS COLLECTING YOUR INFORMATION?

The data is collected by **Mesmerising Icing** and will not be shared with any third parties without your explicit consent.

HOW IS YOUR INFORMATION COLLECTED?

Mesmerising Icing collects and obtains information from you when you make contact in the following ways:

- Via an email you send
- When you make an enquiry via this website
- Via the contact form
- Via social media - Instagram or Facebook
- Via Google message
- Via phone call

WHAT INFORMATION IS COLLECTED?

The following information is collected from you when you make contact:

- First name and surname
- Email address
- Purchase information
- Order details i.e. date of collection

-How you found out about this business

WHY IS YOUR INFORMATION BEING COLLECTED?

Information is collected to communicate with you regarding your order.

WHAT IS YOUR INFORMATION USED FOR?

Information such as your name and email address may be used to contact you regarding your order or collection date/time.

HOW WILL MY INFORMATION BE SHARED?

Your information will not be shared with any third party without your consent.

HOW IS YOUR INFORMATION STORED?

Mesmerising Icing will store your information digitally on its marketing list and use all reasonable efforts to safeguard your personal data with the use of encryption, limited access, passwords and firewalls. Please note that the internet is not entirely secure. There can be no guarantee of the security and integrity of any personal information which is transferred to and from you via the internet.

Digital online records of your order are kept for six years.

Information obtained from enquiries that do not result in an order will be deleted within 3 months from the date of your enquiry.

ACCESS TO YOUR INFORMATION

Please contact varsha@mesmerisingicing.com to request any data that is stored about you or in writing to Mesmerising Icing 5 Gallimore Close, Glenfield, Leicester, LE3 8HA

YOUR RIGHTS

If you would like any data that is held about you to be deleted, please email varsha@mesmerisingicing.com

Your data can only be deleted if you do not have a current order placed. You can unsubscribe from the marketing list at any time by contacting varsha@mesmerisingicing.com and any data about you will be removed from the list.

USE OF SERVICES BY MESMERISING ICING

Mesmerising Icing website is hosted on namecheap.com who provide the online platform that allows **Mesmerising Icing** to be of service to you. Your data may be stored through their storage, databases and general namecheap applications.

Mesmerising Icing uses Google Analytics to monitor Website performance.

If you have ticked the consent box on the order forms or signed up via our website, you will have given **Mesmerising Icing** permission to contact you.

Mesmerising Icing will send you emails for purposes of providing updates and

other information such as marketing and for promotional purposes. If you no longer want to receive these updates, contact **Mesmerising Icing**, or unsubscribe from the last email.

EXTERNAL LINKS

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites.)

The owner of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should, therefore, note they click on external links at their own risk and this website, and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

COOKIE POLICY

Mesmerising Icing may send cookies to your computer in order to uniquely identify your browser and improve the quality of this website's service. The term "cookies" refers to small pieces of information that a website sends to your computer's hard drive while you are viewing <https://mesmerisingicing.com>

This may be both session cookies (which expire once you close your browser) and persistent cookies (which stay on your computer until you delete them). You have the option to accept or decline cookies using your web browser settings. If you choose to disable cookies, some areas of this website may not work properly or at all.

In order to provide website visitors with more choice on how data is collected by Google Analytics, Google has developed the Google Analytics Opt-out Browser Add-on. The add-on communicates with the Google Analytics JavaScript (ga.js) to stop data being sent to Google Analytics. The Google Analytics Opt-out Browser Add-on does not affect usage of the website in any other way.

Social Media Platforms

Communication, engagement, and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users

wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default, some social media platforms shorten lengthy urls [web addresses]. Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

WEBSITE PRIVACY POLICY <https://mesmerisingicing.com/privacy>

[PRIVACY POLICY for Mesmerising Icing](#)