

Privacy Policy

Mesmerising Icing

Last updated: 2026

Mesmerising Icing is committed to protecting your privacy and handling your personal data in a clear, lawful, and transparent way. This Privacy Policy explains how we collect, use, store, and protect your personal information when you interact with our website, shop, or services.

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who Is Responsible for Your Data

Mesmerising Icing is responsible for how your personal data is collected and used.

Contact email: mesmerisingicing@gmail.com

2. What Personal Data We Collect

Depending on how you interact with us, we may collect:

- Your name
- Email address
- Phone number
- Order and purchase details
- Collection or delivery dates
- How you found our business
- Communications you send to us (email, messages, enquiries)

We only collect information that is necessary to provide our products and services.

3. How We Collect Your Information

We collect information when you:

- Place an order
- Fill in a form on our website
- Subscribe to emails or updates
- Contact us by email or phone
- Contact us via social media (such as Instagram or Facebook)
- Communicate via Google messages

4. Why We Collect Your Information

We collect your information to:

- Process and manage your orders
- Communicate with you about collections, changes, or enquiries
- Provide customer support
- Send marketing emails where consent has been given
- Improve our services and website

Your data is only used for relevant and necessary purposes.

5. How We Use Your Information

Your personal information may be used to:

- Confirm and fulfil orders
- Respond to enquiries and customer service requests
- Send order updates or important service information
- Request feedback or reviews
- Send marketing or promotional emails where you have opted in

You can opt out of marketing emails at any time.

6. Photograph and Image Use

Personal photographs are only used with your permission.

7. How Your Information Is Stored

Your personal information is stored digitally on secure systems used by Mesmerising Icing. This includes customer records and marketing lists, which are managed using **Funnel Sketchers Ltd.**

We take reasonable steps to protect your information, including encryption, password protection, and restricted access. Only authorised persons have access to this data.

Please note that while every effort is made to safeguard your information, no method of online data transmission is completely secure. There can be no guarantee of security and integrity of any personal information which is transferred to and from you via the internet.

8. How Long We Keep Your Information

- Digital records relating to orders are kept for **six years** for legal and accounting purposes
 - Information from enquiries that do not result in an order is deleted within **three months**
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9. Sharing Your Information

We do **not** sell, trade, rent, or otherwise transfer to outside parties your **Personally Identifiable Information**.

Your information is only shared where necessary to operate our services (for example, secure website hosting or email communications), and only with trusted service providers who are required to keep your information secure and confidential.

We **do not include or offer third-party products or services on our website**.

10. Use of Third-Party Services

Mesmerising Icing uses trusted third-party service providers to support business operations.

We may use **Funnel Sketchers Ltd** to manage customer communication and promotional emails. If you have ticked a consent box on an order form or signed up via our website, you have given Mesmerising Icing permission to contact you with updates, information, or promotional content.

You can withdraw your consent at any time by unsubscribing from emails or contacting us directly.

11. Cookies and Website Analytics

Our website may use basic cookies and analytics tools to help us understand how visitors use the site and to improve performance.

You can choose to disable cookies through your browser settings at any time.

12. External Links

This website may contain links to external websites. While we aim to include only relevant and trusted links, Mesmerising Icing has **no control over the content or privacy practices of external websites**.

By clicking on external links, users acknowledge that they do so at their **own risk**.

Mesmerising Icing will **not be liable for any loss, damage, or issues** arising from visiting or using external websites.

We encourage users to review the privacy policies of any external websites they visit.

13. Your Data Protection Rights

You have the right to:

- Request access to the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data where legally possible
- Withdraw consent for marketing at any time

To exercise your rights, please contact us using the details above.

14. Children's information

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

Mesmerising Icing does not knowingly collect any Personal Identifiable information from children under the age of 13. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

15. How to Make a Complaint

If you have concerns about how we use your personal data, please contact us first so we can try to resolve the issue.

If you remain unhappy, you can contact the Information Commissioner's Office (ICO):
Information Commissioner's Office (ICO)

Cookie Policy

Mesmerising Icing

This Cookie Policy explains how Mesmerising Icing uses cookies and similar technologies on our website and how you can manage them.

What Are Cookies?

As is common practice with almost all professional websites this site uses cookies. Cookies are small text files that are placed on your device when you visit a website. They help websites work properly, improve user experience, and provide information about how visitors use the site.

Cookies may be:

- **Session cookies**, which expire when you close your browser
 - **Persistent cookies**, which remain on your device until you delete them
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How We Use Cookies

Mesmerising Icing uses cookies to:

- Make sure the website functions correctly
- Remember your shopping cart and order details as you move through the site
- Improve website performance and usability
- Understand how visitors use the website so we can improve it

Some cookies are essential for the website to work properly and cannot be switched off. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

Types of Cookies We Use

Essential Cookies

These cookies are necessary for the operation and security of the website. They allow features such as shopping cart functionality and help protect against security threats.

Analytics Cookies

We use analytics cookies to understand how visitors interact with our website, such as which pages are visited and how long users stay on the site. This helps us improve the website and user experience.

Analytics data is collected in a way that does not directly identify you.

Third-Party Cookies

We may use trusted third-party services, such as **Google Analytics**, to help us analyse website usage and performance.

These third parties may place cookies on your device to collect anonymous statistical information. We do not control these cookies, and they are subject to the third party's own privacy policies.

Social Media and Sharing Features

Our website may include social sharing buttons or links to social media platforms. If you use these features, the relevant social media platform may collect data in line with its own privacy and cookie policies.

We encourage users to engage on social media thoughtfully and avoid sharing sensitive personal information via these platforms.

Managing or Disabling Cookies

You can control and manage cookies through your browser settings. You may choose to:

- Accept all cookies
- Delete existing cookies
- Block some or all cookies

Please be aware that disabling cookies may affect how this website functions, and some features may not work as intended.

Guidance on managing cookies can be found in your browser's help section.

External Links and Shortened URLs

Links shared on our website or social media may sometimes be shortened by third-party platforms. While we take care to share genuine links, Mesmerising Icing cannot be held responsible for the content or security of external websites accessed through these links.

Users click external links at their own discretion.

Managing Cookies

Many browsers allow you to refuse cookies or delete existing cookies, for detailed and up to date explanations on how to do this please see the below links for guidance relevant to your browser:

- [Google Chrome](#)
- [Mozilla Firefox](#)

- [Safari](#)
- [Microsoft Edge](#)
- [Opera](#)
- [Internet Explorer](#)

Please be aware that blocking all cookies may negatively effect the usability of many websites, including www.mesmerisingicing.com.

Cookie Type	Cookie Name	Cookie Purpose
Necessary	XSRF-TOKEN	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.
	mesmerising_icing_session	Maintains the state of your shopping cart as you navigate our website
Analytics	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
	_gat	Used by Google Analytics to throttle request rate
	_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

More Information

If you have any questions about how we use cookies or how your data is handled, please contact us:

Email: mesmerisingicing@gmail.com