# **COOKIE POLICY**

## **INTRODUCTION**

Last Updated: February 25th, 2025

This Cookie Policy explains how MAGIC WORLD ("Company," "We," "Us," or "Our") uses cookies and similar technologies when you visit our website <https://magicworld.com> ("Website") or interact with our online services, including our game application ("App").

This policy complies with the UK General Data Protection Regulation (UK GDPR), the Privacy and Electronic Communications Regulations (PECR), and other applicable UK laws governing the use of cookies and tracking technologies.

By using our website or App, you agree to the use of cookies in accordance with this Cookie Policy. If you do not agree, you may manage your cookie preferences as described below.

## **1. WHAT ARE COOKIES?**

Cookies are small text files stored on your device (computer, tablet, or mobile) when you visit a website. They help websites recognize your device, improve user experience, and enable various functionalities, such as remembering login details and analysing user behaviour.

## **2. LEGAL BASIS FOR COOKIE USAGE**

Under the UK GDPR and PECR, we may only store cookies on your device if they are strictly necessary for the operation of our website. For all other types of cookies, we require your explicit consent.

## **3. TYPES OF COOKIES WE USE**

MAGIC WORLD uses the following types of cookies:

A. Essential Cookies (Strictly Necessary)

These cookies are required for the operation of our Website and App. They enable core functions such as security, network management, and accessibility. Without them, the Website cannot function properly.

B. Performance & Analytics Cookies

These cookies help us understand how visitors interact with our Website and App by collecting anonymous usage data (e.g., pages visited, time spent on site). We use tools like Google Analytics to analyse this information.

C. Functionality Cookies

These cookies allow our website to remember user preferences (e.g., language, region) and provide a more personalized experience.

D. Advertising & Marketing Cookies

These cookies track browsing habits and are used to deliver targeted advertisements based on your interests. We may work with third-party advertising networks to display relevant ads on other websites.

E. Blockchain & AI-Driven Cookies

These cookies are used in our blockchain-based transactions and AI-driven recommendations within our App, improving personalization and enhancing gameplay.

## **4. THIRD-PARTY COOKIES**

We may allow third-party services to place cookies on your device to improve functionality and analytics. Some third-party cookies may be set by:

* Google Analytics – Tracks visitor behaviour and trends.
* Facebook Pixel – Helps with targeted advertising and user engagement.
* Payment Gateways (e.g., PayPal, Stripe, Crypto Exchanges) – Used for secure payment processing.

These third-party services have their own privacy and cookie policies, which we encourage you to review.

## **5. OBTAINING USER CONSENT**

* When you first visit our website, a cookie banner will appear, allowing you to accept or reject non-essential cookies.
* You can change your cookie preferences at any time via our Cookie Settings panel on the Website.
* We do not set non-essential cookies unless you provide explicit consent.

## **6. HOW TO MANAGE YOUR COOKIE PREFERENCES**

You can control or delete cookies in the following ways:

* Browser Settings: Most web browsers allow you to block or delete cookies. Check your browser's help section for instructions.
* Cookie Banner: When you first visit our website, you will see a cookie consent banner allowing you to accept or reject non-essential cookies.
* Opt-Out Links: Some third-party services (e.g., Google, Facebook) provide opt-out options for tracking and advertising cookies.

Please note that disabling certain cookies may affect the functionality of our Website and App.

## **7. DATA RETENTION & STORAGE**

* Essential cookies are stored for as long as necessary for the Website to function properly.
* Non-essential cookies are stored only if you consent and can be deleted at any time.
* Retention periods for third-party cookies are subject to their respective privacy policies.

## **8. OTHER TRACKING TECHNOLOGIES**

* We may use web beacons, tracking pixels, or clear gifs to analyse traffic, improve security, and measure marketing effectiveness.
* Some features of our website may use Flash Cookies (Local Shared Objects) to enhance user experience.
* Users can manage Flash Cookies through Adobe Flash Player Settings.

## **9. TARGETED ADVERTISING & SOCIAL MEDIA COOKIES**

* Third-party advertising networks may place cookies on our website to deliver interest-based ads.
* Social media platforms may use cookies when you engage with our content (e.g., Facebook, Twitter, LinkedIn, Discord).

## **10. CHANGES TO THIS COOKIE POLICY**

We may update this Cookie Policy from time to time to reflect legal or operational changes. Any changes will be posted on this page with an updated "Last Updated" date. If changes are significant, we may notify users via email or a website notice.

## **11. CONTACT US**

If you have any questions about this Cookie Policy or wish to withdraw your consent, you can contact us at:

📧 Email: [support@magicworld.com]  
🌐 Website: <https://magicworld.com>  
🏢 Company Address: Provided upon legitimate request

By continuing to use our website or App, you consent to our use of cookies as described in this policy.