# PRIVACY POLICY

We care about data privacy and security. Please review our Privacy Policy on our website: https://www.EnterWebsiteName.com. By using the Services, you agree to be bound by our Privacy Policy, which is incorporated into these Legal Terms. Please be advised the Services are hosted in United Kingdom. If you access the Services from any other region of the world with laws or other requirements governing personal data collection, use, or disclosure that differ from applicable laws in the United Kingdom, then through your continued use of the Services, you are transferring your data to the United Kingdom, and you expressly consent to have your data transferred to and processed in the United Kingdom.

Further, we do not knowingly accept, request, or solicit information from children or knowingly market to children. Therefore, in accordance with the U.K. Children’s Code and provisions of UK General Data Protection Regulation, if we receive actual knowledge that anyone under the age of 13 has provided personal information to us without the requisite and verifiable parental consent, we will delete that information from the Services as quickly as is reasonably practical.

MAGIC WORLD ("Company," "we," "us," "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website [support@magicworld.com], use our game application ("Magic World"), or engage with any of our related services (collectively, the "Services").

This Privacy Policy complies with the UK General Data Protection Regulation (UK GDPR), EU GDPR, Data Protection Act 2018, and other applicable data protection laws.

By accessing or using our Services, you agree to the collection and use of your information in accordance with this Privacy Policy. If you do not agree, please do not use our Services.

## **1. INFORMATION WE COLLECT**

We collect various types of personal data to enhance user experience and ensure compliance with regulations.

A. Personal Information Provided by You

* Account Information: Name, email, username, password
* Payment Data: Billing address, payment methods (processed through third-party payment processors)
* Communication Data: Emails, feedback, and support inquiries

B. Automatically Collected Information

* Device & Usage Data: IP address, browser type, operating system, game activity logs
* Cookies & Tracking Technologies: Website behaviour, preferences, session data

C. Blockchain & Cryptocurrency Data

* Public Blockchain Information: Wallet address, in-game token transactions, NFT ownership records (Note: Blockchain transactions are immutable and public by nature)
* Smart Contracts: Data related to blockchain-based in-game assets

D. AI-Generated Data

* In-Game AI Interactions: Chatbot conversations, AI-generated content, preferences, behavioral insights
* AI Moderation & Compliance: Automated flagging of suspicious activity

## **2. HOW WE USE YOUR DATA**

We process your personal data based on the following lawful bases under UK GDPR:

|  |  |
| --- | --- |
| Purpose | Lawful Basis |
| To provide and manage game services | Performance of contract |
| To process payments and transactions | Legal obligation |
| To prevent fraud and ensure security | Legitimate interest |
| To personalize user experience | Consent |
| To send marketing communications | Consent (opt-in required) |
| To comply with legal obligations | Legal obligation |

## **3. DATA SHARING & THIRD-PARTY DISCLOSURE**

We may share your personal data with:

1. Payment Processors: To handle transactions securely (e.g., Stripe, PayPal)
2. Blockchain Networks: Public ledgers (your wallet address and transactions may be visible)
3. AI & Cloud Services: Hosting, AI content processing, and security monitoring
4. Regulatory Authorities: Compliance with legal obligations (AML/KYC regulations)

We do not sell or rent your data to third parties.

## **4. USER RIGHTS UNDER UK GDPR**

As a user, you have the following rights:

1. Right to Access: Request a copy of your personal data
2. Right to Rectification: Correct inaccurate information
3. Right to Erasure: Request deletion of your data (subject to blockchain limitations)
4. Right to Restrict Processing: Limit how we process your data
5. Right to Data Portability: Request transfer of your data
6. Right to Object: Opt out of direct marketing
7. Right to Withdraw Consent: Withdraw previously given consent

To exercise your rights, contact us at [support@magicworld.com].

## **5. BLOCKCHAIN, AI, & PRIVACY LIMITATIONS**

Due to the decentralized nature of blockchain and AI technologies, certain privacy limitations apply:

1. Blockchain Transactions Are Permanent: Once recorded, they cannot be altered or erased.
2. AI-Generated Content May Be Retained: Data used to train AI models may persist unless manually deleted.

We take security measures to minimize risks, including encryption, anonymization, and smart contract audits.

## **6. DATA SECURITY & RETENTION**

We implement industry-standard security measures, including:

1. End-to-End Encryption for sensitive data
2. Multi-Factor Authentication (MFA) for account security
3. Regular Smart Contract Audits to identify vulnerabilities

We retain personal data only for as long as necessary for legal and operational purposes.

## **7. INTERNATIONAL DATA TRANSFERS**

If we transfer personal data outside the UK/EU, we ensure:

1. Adequate Data Protection Agreements (Standard Contractual Clauses - SCCs) are in place
2. Encryption & Secure Transfers to protect data from unauthorized access

## **8. CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy periodically. We will notify users of significant changes through email or platform notices.

## **9. CONTACT US**

For any privacy-related inquiries, contact us at:

Email: [support@magicworld.com]  
Address: Provided upon legitimate request

This Privacy Policy is effective as of (insert date).

Our privacy policy governs how we collect, use, and store user data.

By using our services, you agree to our Privacy Policy.