# Privacy Statement

This is the privacy notice of Mind Magic Studios, 47 Cheapside West, Rayleigh, Essex SS6 9DE.

In this document, "we", "our", or "us" refer to Mind Magic Studios.

**SECTION 1 – WHAT DO WE DO WITH YOUR INFORMATION?**

When you purchase something from me, as part of the buying and selling process, I collect the personal information you give me such as your name, address and email address.

When you browse my site, I also automatically receive your computer’s internet protocol (IP) address in order to provide me with information that helps me learn about your browser and operating system.

Email marketing (if applicable): With your permission, I may send you emails about new content, new products and other updates.

**SECTION 2 – CONSENT**

How do you get my consent?

When you provide me with personal information to complete an action, verify your credit card, place an order, arrange for a delivery or return a purchase, I imply that you consent to my collecting it and using it for that specific reason only.

If I ask for your personal information for a secondary reason, like marketing, I will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for me to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting me at [info@mindmagicstudios.com](mailto:info@mindmagicstudios.com).

**SECTION 3 – DISCLOSURE**

I may disclose your personal information if I am required to by law to do so or if you violate my Terms of Service.

**SECTION 4 – WIX**

My site is hosted on Wix. They provide me with the online e-commerce platform that allows me to sell and show my products to you.

Your data is stored through Wix’s data storage, databases and the general application. They store your data on a secure server behind a firewall.

**Payment:**

If you choose a direct payment gateway to complete your purchase, then they store your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted. All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover.

PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may also want to read Wix’s Terms of Service or Privacy Statement.

**SECTION 5 – THIRD-PARTY SERVICES**

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to me.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or me. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located. As an example, if you are located in the United Kingdom and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

Once you leave my website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or my website’s Terms of Service.

**Links**

When you click on links on my site, they may direct you away from our site. I am not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

**SECTION 6 – SECURITY**

To protect your personal information, I take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

**COOKIES**

Cookies are very small text files that are stored on your computer when you visit some websites.  I use cookies to help identify your computer so I can tailor your user experience, track shopping basket contents and remember where you are in the order process. You can disable any cookies already stored on your computer, but these may stop my website from functioning properly.

This website uses cookies.  By using this website and agreeing to this policy, you consent to Mind Magic Studio’s use of cookies in accordance with the terms of this policy. Cookies are files sent by web servers to web browsers, and stored by the web browsers. The information is then sent back to the server each time the browser requests a page from the server.  This enables a web server to identify and track web browsers. There are two main kinds of cookies: session cookies and persistent cookies.  Session cookies are deleted from your computer when you close your browser, whereas persistent cookies remain stored on your computer until deleted, or until they reach their expiry date.

**Google cookies**

I use Google Analytics to analyse the use of this website.  Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users’ computers.  The information generated relating to my website is used to create reports about the use of the website. Google will store and use this information.

I may use Google Adsense interest-based advertisements on this website.  These are tailored by Google to reflect your interests.  To determine your interests, Google will track your behaviour across the web using cookies.  You can view, delete or add interest categories associated with your browser using Google’s Ads Preference Manager.    However, this opt-out mechanism uses a cookie, and if you clear the cookies from your browser your opt-out will not be maintained. To ensure that an opt-out is maintained in respect of a particular browser, you should use the Google browser plug-in.:

Other third party cookies may be used as well in addition. Refusing cookies

Most browsers allow you to refuse to accept cookies.

In Internet Explorer, you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector.

In Firefox, you can adjust your cookies settings by clicking “Tools”, “Options” and “Privacy”. Blocking cookies will have a negative impact upon the usability of some websites.

**SECTION 7 – AGE OF CONSENT**

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

**SECTION 8 – CHANGES TO THIS PRIVACY POLICY**

I reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon my posting on the website. If I make material changes to this policy, I will notify you here that it has been updated, so that you are aware of what information I collect, how I use it, and under what circumstances, if any, I use and/or disclose it.

If my site is acquired or merged with another company, your information may be transferred to the new owners so that I may continue to sell products to you.

**QUESTIONS AND CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer, Steve Braund, by email to [info@mindmagicstudios.com](mailto:info@mindmagicstudios.com) or in writing to 47 Cheapside West, Rayleigh, Essex SS6 9DE.