

PRIVACY POLICY

1. INTRODUCTION AND CONTACT DETAILS OF THE CONTROLLER

1.1 INTRODUCTION

We warmly welcome you to our website and appreciate your interest in our services. The protection of your personal data is especially important to us. Below, we provide detailed information on how we handle your personal data when you use our website. Personal data means all information by which you can be personally identified.

1.2 CONTROLLER

The controller responsible for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) is:

Company: Ordinary Magic LB eGbR

Represented by: Lion Badree

Address: Poststraße 25, 10178 Berlin, Germany

Telephone: +49 30 49926280

E-mail: info@ordinarymagic.com

The controller is the natural or legal person who, alone or jointly with others, determines the purposes and means of the processing of personal data.

2. DATA COLLECTION WHEN VISITING OUR WEBSITE

2.1 SERVER LOG FILES

If you use our website purely for informational purposes, i.e. without registering or otherwise transmitting information to us, we only collect the data that your browser automatically transmits to our server (so-called “server log files”). This data is technically necessary to display the website correctly. The information collected includes:

- Visited website
- Date and time of access
- Amount of data sent in bytes
- Source/referrer from which you came to the page
- Browser used
- Operating system used
- IP address used (possibly in anonymised form)

The processing of this data is based on Art. 6(1)(f) GDPR and serves our legitimate interest in improving, stabilising and ensuring the functionality of our website. This data is not passed on or used for any other purpose. However, we reserve the right to review the server log files retrospectively if there are concrete indications of unlawful use.

2.2 SSL AND TLS ENCRYPTION

For security reasons and to protect the transmission of confidential content, such as enquiries or orders, our website uses SSL or TLS encryption. You can recognise an encrypted connection by the character string “[URL]” and the lock symbol in your browser's address bar.

3. COOKIES

To make visiting our website more attractive and to enable certain functions, we use cookies. These are small text files stored on your end device. Some cookies are automatically deleted when you close your browser (session cookies), while others remain on your device for a longer period and save settings (persistent cookies). The respective storage duration can be found in your browser's cookie settings.

If personal data is processed via cookies, this is either for the performance of a contract (Art. 6(1)(b) GDPR), based on your consent (Art. 6(1)(a) GDPR), or to safeguard our legitimate interest in optimal functionality of the website (Art. 6(1)(f) GDPR).

You can configure your browser to notify you about the setting of cookies, allow cookies only in individual cases, or generally exclude them. Please note that disabling cookies may limit the functionality of the website.

4. CONTACT

If you contact us (e.g. via contact form or e-mail), personal data will be collected. The specific data collected depends on the respective contact form. This data is used exclusively to process your enquiry and for the associated technical administration.

The legal basis for processing is our legitimate interest in responding to your request in accordance with Art. 6(1)(f) GDPR. If your request is aimed at concluding a contract, the additional legal basis is Art. 6(1)(b) GDPR. After your enquiry has been finally processed, your data will be deleted unless there are statutory retention obligations.

5. USE OF CUSTOMER DATA FOR DIRECT MARKETING

SUBSCRIPTION TO THE E-MAIL NEWSLETTER

If you subscribe to our e-mail newsletter, you will receive regular information about our offers. Only your e-mail address is required for sending the newsletter. Additional information is optional and used for personalisation. We use the double opt-in procedure: The newsletter will only be sent after your explicit confirmation by clicking a link in a confirmation e-mail.

By activating the confirmation link, you consent to the use of your personal data in accordance with Art. 6(1)(a) GDPR. Upon registration, we also store your IP address and the date and time

of registration to be able to trace possible misuse. The data collected during registration is used exclusively for sending the newsletter.

You can unsubscribe from the newsletter at any time via a link in the newsletter or by contacting the controller named above. After unsubscribing, your e-mail address will be deleted immediately unless there is another consent or legal permission.

6. WEB ANALYTICS SERVICES

GOOGLE (UNIVERSAL) ANALYTICS

Our website uses Google (Universal) Analytics, a web analytics service provided by Google Ireland Limited, which enables analysis of website use through cookies. The information collected includes your IP address, which is, however, truncated by Google to preclude direct personal identification. The data may be transferred to and processed on Google servers, including Google LLC in the USA.

Google evaluates the use of our website, compiles reports on website activity and provides other related services. Data collected with Google Analytics is stored for two months and then deleted. Processing only takes place with your explicit consent in accordance with Art. 6(1)(a) GDPR. You may withdraw your consent at any time with future effect by using the cookie consent tool on our website.

We have concluded a data processing agreement with Google to ensure the protection of your data. Further legal information can be found on the information pages provided by Google.

DEMOGRAPHIC FEATURES, GOOGLE SIGNALS AND USERIDS

Google Analytics may evaluate demographic characteristics such as age, gender and interests to identify target groups for marketing activities. The data is anonymised and deleted after two months.

Google Signals also enables cross-device analysis of usage behaviour, provided you have enabled personalised ads and linked your devices with your Google account. However, we do not receive personal data, only statistics. You can deactivate this analysis in your Google account settings. The UserIDs function also enables cross-device analysis of your activities, provided you have an account on our website and have consented to its use.

For data transfers to the USA, Google is certified under the EU-US Data Privacy Framework, ensuring an adequate level of data protection.

7. WEBSITE FEATURES

7.1 FACEBOOK PLUGINS

Our website uses plugins from the social network Facebook (Meta Platforms Ireland Ltd.). To protect your data, these plugins are initially deactivated ("2-click" or "Shariff" solution). Only when you activate them is a connection to Facebook servers established, during which information such as your IP address and browser are transmitted. If you have a Facebook

profile, interactions may be published there. You can withdraw your consent at any time by deactivating the plugin again. The EU-US Data Privacy Framework also applies to transfers to the USA.

7.2 INSTAGRAM PLUGINS

Our website also integrates plugins from the social network Instagram (Meta Platforms Ireland Ltd.), protected via a “2-click” or “Shariff” solution. Data is only transmitted after you activate the plugin. Interactions may be published in your profile. You may withdraw your consent at any time. The EU-US Data Privacy Framework also applies to data transfers to the USA.

7.3 YOUTUBE

To display and play videos, we use plugins from YouTube (Google Ireland Limited). When you play a video, a direct connection to the provider’s servers is established and cookies may be set and usage data collected. If you are logged into YouTube, your data will be associated with your account. Processing only occurs with your consent, which you can withdraw at any time via the cookie consent tool. The EU-US Data Privacy Framework also applies to YouTube.

8. TOOLS AND MISCELLANEOUS

COOKIE CONSENT TOOL

To obtain and manage user consent for cookies and cookie-based applications, we use a cookie consent tool. This is displayed when you visit our website and allows you to provide consent selectively. Cookies or services requiring consent are only activated after your approval. The tool sets technically necessary cookies to store your preferences. Personal data is generally not processed unless this is necessary for storing or logging your settings (e.g. IP address). Processing is then based on our legitimate interests pursuant to Art. 6(1)(f) GDPR or to fulfil legal obligations pursuant to Art. 6(1)(c) GDPR. Further information about the provider and settings can be found directly in the consent tool.

9. RIGHTS OF DATA SUBJECTS

Applicable data protection law grants you various rights regarding the processing of your personal data by the controller:

- Right of access (Art. 15 GDPR)
- Right to rectification (Art. 16 GDPR)
- Right to erasure (Art. 17 GDPR)
- Right to restriction of processing (Art. 18 GDPR)
- Right to notification (Art. 19 GDPR)
- Right to data portability (Art. 20 GDPR)
- Right to withdraw consent (Art. 7(3) GDPR)
- Right to lodge a complaint (Art. 77 GDPR)

9.2 RIGHT TO OBJECT

If we process your personal data on the basis of our legitimate interests, you have the right to object at any time to such processing for reasons arising from your particular situation. In the event of an objection, we will cease processing the relevant data unless we can demonstrate compelling legitimate grounds which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

If your data is used for direct marketing, you may object to the processing at any time. Upon receipt of your objection, your data will no longer be processed for marketing purposes.

10. DURATION OF STORAGE OF PERSONAL DATA

The storage period for your personal data depends on the relevant legal basis, the purpose of processing, and any statutory retention periods (e.g. commercial or tax retention requirements).

If processing is based on consent (Art. 6(1)(a) GDPR), we will store the data until you withdraw your consent. Statutory retention obligations in the context of contracts mean that the data will be deleted after these periods have expired, provided it is no longer required for contract performance or initiation and there are no overriding legitimate interests.

If data is processed on the basis of legitimate interests (Art. 6(1)(f) GDPR), it is stored until you exercise your right to object, unless there are compelling reasons for longer storage. For data processing for direct marketing, the data is stored until objection. Otherwise, we delete personal data as soon as the purpose for collection and processing ceases to apply, unless stated otherwise in this policy.