

# **PRIVACY NOTICE**

## **INTRODUCTION**

Magmacharts (“**Magmacharts**”, “**We**” or “**Us**” or “**Our**”) is the owner of the Magmacharts Website Application and the Website, [www.magmacharts.com](http://www.magmacharts.com) (collectively referred to as the “**Platform**”) and the contents on the website which may be added or removed from time to time. We are committed to your (“**You**”) privacy. This online Privacy Notice (“**Notice**”) discloses how we use and collect information from the users of our Platform, for the purpose of e-commerce analysis (“**Services**”).

We value the trust you place in us. That’s why, we insist upon the highest standards for secure transactions and customer information privacy.

Please read the following statement to learn about our information gathering and dissemination practices.

The Notice aims to inform you about how we collect, use, disclose and store information about you when you:

- Interact or use our Platform;
- Subscribe to receive posts from our blog; and
- Contact Us.

## **ELIGIBILITY**

Our Website and Services are intended solely for persons who, if they are a natural person, are eighteen (18) years of age or older, and any registration by, use of or access to our Services by any natural person under 18 is unauthorized, unlicensed and in violation of this Notice. If you believe that a child under 18 may have provided us Personal Information, please contact us at [support@magmacharts.com](mailto:support@magmacharts.com).

## **WHAT INFORMATION DOES MAGMACHARTS COLLECT?**

We gather various types of information, including information that identifies or may identify you as an individual (“**Personal Information**”), and your business information that you upload on our Application.

Our primary goal in doing so is to provide you a safe, efficient, smooth and customized experience whilst accessing our Platform. This allows us to provide Services and features that most likely meet your needs, and to customize our Services to enable you have a safer and easier experience. More importantly, while doing so we collect personal information from you that we consider necessary for achieving this purpose.

### **Information You Provide To Us:**

**Website:** When you use our Platform, we collect and store your personal information which is provided by you from time to time. For example, when you contact us, you provide us with information such as;

Username and Email Address. However, we would keep a record of our correspondence, if you contact us through the Website.

**Application:** When you connect an integration with our Application, we request read-only access and will not modify/write to your sales channels, ad accounts, shipping services, or any other third-party applications, unless otherwise expressly provided. Also, we only request read permissions to fields that are required for Magmacharts to be functional.

**Services:** We receive and store information you provide directly to us. For example, when signing up to use our Platform, we collect Personal Information such as email address to provide you with the Services.

### **Information We Automatically Collect:**

**When You use our Website:** When You use Our Website, we collect certain information related to your device, such as your device’s IP address, referring website, what pages your device visited, and the time your device visited our Website.

### **When You use the Service:**

- Usage information – we keep track of user activity in relation to the types of Services you use, the configuration of their computers, and performance metrics related to their use of the Services.
- Log information – we log information about our customers and their users when You use one of the Services including Internet Protocol (“IP”) address.
- Information collected by cookies and other similar technologies – we use various technologies to collect information which may include saving cookies to users’ computers.

For further information, please read [our Cookie Policy](#).

## **WHAT WE DO WITH YOUR PERSONAL INFORMATION**

We are the processors of data on behalf of the users that use our Platform and we don’t own communication, data, users own their data. We will store data provided for only the period within which it is reasonably needed and do our possible best to ensure it is secured against all foreseeable hazards and breaches such as theft, cyber-attack, viral attack, dissemination, and manipulations of any kind, damage by rain, fire or exposure to other natural elements. However, we only use the business information uploaded from third party websites like, Facebook, Google Analytics and Shopify for the performance of the Services, and thereafter, we don’t store the business information.

The purpose of our collecting your personal and business information is to give you an efficient, enjoyable and secure client experience. We may use your information in:

The enable you to use our Services;

Managing your relationship with us;

Enabling you to participate in promotions, competitions and surveys;

Improving our Platform and Services;

Recommending/advertising products or services which may be of interest to you;

Complying with our legal obligations, including verifying your identity where necessary;  
Detecting fraud.

## **HOW DO WE SHARE AND DISCLOSE INFORMATION TO THIRD PARTIES?**

**External Service Providers:** There may be a number of Services offered by external service providers that help you use our Website. If You choose to use these optional Services, and in the course of doing so, disclose information to the external service providers, and/or grant them permission to collect information about You, then their use of your information is governed by their privacy policy.

**Other Corporate Entities:** We share much of our data, including personally identifiable information about you, with our associates and partners that are committed to serving your online needs and related Services. Such data will be shared for the sole purpose of enhancing your browsing experience. To the extent that these entities have access to your information, they will treat it at least as protectively as they treat information they obtain from their other members. The aforementioned third parties include (for example) our website analytics companies (e.g. [Google Analytics](#)),

If Magmacharts receives your Personal Information through our Platform, and subsequently transfers that information to a third party agent or service provider for processing, We remain responsible for ensuring that such third party agent or service provider processes your Personal Information to the standard required by the applicable privacy laws, including the GDPR (see the sections below headed International Data Transfer.

**Law and Order:** We cooperate with law enforcement inquiries, as well as other third parties to enforce laws, such as: intellectual property rights, fraud and other rights. We can (and You authorize Us to) disclose any information about You to law enforcement and other government officials as We, in our sole discretion, believe necessary or appropriate, in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose Us or You to legal liability.

### **Business Transfers:**

We may choose to buy or sell assets, and may share and/or transfer customer information in connection with the evaluation of and entry into such transactions. Also, if we (or our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information could be one of the assets transferred to or acquired by a third party.

### **Protection of Magmacharts and Others:**

We reserve the right to access, read, preserve, and disclose any information as necessary to comply with law or court order; enforce or apply our agreements with you and other agreements; or protect the rights, property, or safety of Magmacharts, our employees, our users, or others.

## **SECURITY OF INFORMATION**

Data security is one of our prime aims to retain privacy for our users. We adopt appropriate security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password and data collected through our Platform.

Unfortunately, no company or service can guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. Among other practices, your account is protected by a password for your privacy and security. You must prevent unauthorized access to your account and Personal Information by selecting and protecting your password appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

## **STORAGE OF DATA**

Magmacharts is stored in a secure Digitalocean database, and all connections to ensure that they are protected by a 256-bit encryption.

## **COOKIES AND OTHER TRACKING TECHNOLOGIES**

We use as well as third parties' data collection devices such as "cookies" on certain pages of our Website. "Cookies" are small files stored on your hard drive that assist us in providing Services customized to your requirements and tastes. We also offer certain features that are only available through the use of a "cookie". Cookies can also help us provide information, which is targeted to your interests. Cookies may be used whether you choose to register with us or not.

Third party partners may use cookies to serve ads based on your visits to the Website. You may visit the website of the third party and choose to opt out of the use of cookies for interest-based advertising, if the third party offers such an option. You may choose to opt-out.

For further information, please read [our Cookie Policy](#).

## **YOUR PRIVACY RIGHTS**

### **What choices do you have?**

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to take advantage of some of our features.

### **Marketing Communications**

You can opt-out of receiving certain promotional or marketing communications from us at any time, by using the unsubscribe link in the emails communications we send.

If you have any account for our Services, we will still send you non-promotional communications, like service related emails.

## **HOW CAN I EXERCISE MY DATA SUBJECT RIGHTS?**

If you would like to access, review, update, rectify, and delete any Personal Information we hold about you, or exercise any other data subject right available to You under the EU General Data Protection Regulation (GDPR), You can send a message to Us via [support@magmacharts.com](mailto:support@magmacharts.com). Our Support team will examine your request and respond to You as quickly as possible.

Please note that we may still use any aggregated and de-identified Personal Information that does not identify any individual, and may also retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **LOCATION OF DATA**

Magmacharts is based in Singapore We provide services globally using computer systems, servers, and databases located in Singapore. When You use our Services from outside of Singapore., your information may be transferred to and processed in Singapore. Please note that Singapore’s data and privacy laws may not be as comprehensive as those in your country. Residents of certain countries may be subject to additional protections as set forth below.

## **THE CALIFORNIA CONSUMER PRIVACY ACT**

Under the [California Consumer Privacy Act \(‘CCPA’\)](#), California residents have certain rights regarding the personal information that businesses have about them. This includes the rights to request access or deletion of your personal information.

### **With Whom We Share Your Personal Information**

Magmacharts shares personal information as necessary for certain “business purposes,” as defined by the CCPA (Cal. Civ. Code 1798.140(d)). This includes sharing identifiers and internet or other electronic network activity with providers of website analytics, email, product feedback and helpdesk services.

### **Right to Request Disclosure**

You have the right to request disclosure about what categories of Personal Information Magmacharts has disclosed for a business purpose about you, and the categories of third parties to whom the personal information was sold or disclosed. Additionally, you have the right to request disclosure of specific pieces of information. Below is a full list of the information that you can include in your request.

- The categories of personal information that We have collected about You
- The categories of sources from which We collected the personal information
- The business or commercial purpose for collecting the personal information
- The categories of third parties with whom We share personal information
- The specific pieces of personal information We have collected about You
- The categories of personal information that We disclosed about You for a business purpose

If you would like to exercise your right to request disclosure, please send us an email via [support@magmacharts.com](mailto:support@magmacharts.com). Our privacy team will examine your request and respond to You as quickly as possible.

### **Right to Request Deletion**

You have the right to request that we delete any personal information that we have collected from you. Please note that there are exceptions where Magmacharts does not have to fulfil a request to delete information, such as when the deletion of information would create problems with the completion of a transaction or compliance with a legal obligation.

If you would like to exercise your right to delete, please send us an email via [support@magmacharts.com](mailto:support@magmacharts.com). Our support team will examine your request and respond to you as quickly as possible.

### **The Right to Non-Discrimination**

Magmacharts will not discriminate against You (e.g., through deleting your account, or providing a different level or quality of services) for exercising any of the rights afforded to you.

## **EXTERNAL LINKED WEBSITES**

For your convenience, hyperlinks may be posted on the Websites that link to other websites (the “Linked Sites”). We are not responsible for, and this Privacy Notice does not apply to, the privacy practices of any Linked Sites or of any companies that we do not own or control. Linked Sites may collect information in addition to that which we collect on the Websites. Magmacharts do not endorse any of these Linked Sites, the services or products described or offered on such Linked Sites, or any of the content contained on the Linked Sites. We encourage you to seek out and read the privacy notice of each Linked Site that you visit to understand how the information that is collected about You is used and protected.

## **CHANGES TO THE PRIVACY NOTICE**

We’re constantly trying to improve our Platform and Services, so we may need to change this Privacy Notice from time to time as well. We will alert you on material changes by, for example, placing a notice on our Websites and/or by sending you an email (if You have registered your e-mail details with us) when we are required to do so by applicable law. You can see when this Privacy Notice was last updated by checking the date at the bottom of this page. You are responsible for periodically reviewing this Privacy Notice.

## **INTERNATIONAL DATA TRANSFER**

We may transfer the data we collect about you to countries other than the country where we originally collected it, for the purposes of operating our Services. In general, the transferring countries will be the countries in which we, our customers or our service providers operate.

Those countries may not have the same data protection laws as your country. However, when we transfer your data to other countries, we will protect that data as described in this Privacy Notice and take steps, where necessary, to ensure that international transfers comply with applicable laws.

## **EUROPEAN ECONOMIC AREA OR THE UNITED KINGDOM**

We may transfer Personal Information from the EEA or the UK to Singapore, including Personal Information we receive from individuals residing in the EEA or the UK who use or visit our Platform and/or who make use of our Services or otherwise interact with us. Please note that for individuals located in the EEA or the UK, the term Personal Information used in this notice is equivalent to the term “personal data” under applicable European and UK data protection laws.

When Magmacharts engages in such transfers of personal information, it relies on i) Adequacy Decisions as adopted by European Commission on the basis of Article 45 of Regulation (EU) 2016/679 (GDPR), or ii) Standard Contractual Clauses issued by the European Commission. The European Commission has determined that the Standard Contractual Clauses provide sufficient safeguards to protect the personal data transferred outside the EU or EEA. For more information, please visit [https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en). We also continually monitors the circumstances surrounding such transfers in order to ensure that these maintain, in practice, a level of protection that is essentially equivalent to the one guaranteed by the GDPR.

## **CONTACT US**

Email Address: [support@magmacharts.com](mailto:support@magmacharts.com).

If You have questions, requests or concerns regarding your privacy and rights, please let us know how we can help.

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