

MagicLaser - Privacy Policy

Last updated: September 26, 2026

This Privacy Policy explains how MagicLaser, a brand operated by "Меджик Лейзър" ООД, UIC: 208734261, VAT: BG208734261, with registered address at 59 Nikolaevska St., Ruse 7012, Bulgaria ("we", "our", or "us"), collects, uses, and protects your personal information when you visit our website or contact us regarding our laser-cut metal design and production services.

1. Information We Collect

We collect only the information necessary to communicate with you, prepare offers, execute projects, and improve our services. This may include:

- **Contact details:** Name, email address, phone number, company name, and country/city.
- **Project information:** Technical requirements, dimensions, materials, design preferences, and any files or drawings you submit.
- **Communication data:** Messages sent via our contact form, email, or phone, including follow-up correspondence.
- **Technical & usage data:** IP address, browser type, device information, pages visited, and basic analytics to understand how our website is used.
- **Payment-related information:** Limited billing and invoice data where required for issued quotes and completed orders. Online payments (if available) are processed via trusted third-party providers; we do not store full card details.

We do not intentionally collect sensitive personal data unless strictly necessary and explicitly provided by you.

2. How We Use Your Information

We process your personal data only for clear and legitimate purposes, including:

- To respond to inquiries and prepare offers or quotations.
- To communicate about project details, confirmations, and delivery arrangements.
- To perform our contractual obligations once you approve an order.
- To maintain internal records for accounting, invoicing, and legal compliance.
- To improve our website, services, and client experience through anonymized analytics.
- To protect our rights, prevent abuse, fraud, or misuse of our services.

The main legal bases for processing are: performance of a contract, compliance with legal obligations, our legitimate interest in running and protecting our business, and your consent where applicable (e.g. for optional communications).

3. Information Sharing

We do not sell or rent your personal data. We only share information where necessary and proportionate:

- With logistics and courier partners to organize deliveries of finished products.
- With accountants, auditors, and legal advisors to comply with financial and legal obligations.
- With hosting, email, and IT service providers who support our infrastructure (under data protection agreements).
- When required by applicable law, court order, or competent authority.
- To protect the rights, property, or safety of "Меджик Лейзър" ООД, our clients, or the public.

All third parties are required to respect the confidentiality and security of your data and to process it in accordance with GDPR and Bulgarian law.

4. Data Security

We take appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, misuse, alteration, or disclosure, including:

- Use of SSL/TLS encryption on our website.
- Secure infrastructure and restricted access to systems and records.
- Access to personal data limited to authorized personnel under confidentiality obligations.
- Regular review of our practices and cooperation only with reputable service providers.

While we strive to protect your data, no system is fully immune to risk. In case of a data breach affecting your rights, we will act in line with GDPR notification requirements.

5. Cookies and Tracking

Our website may use cookies and similar technologies to:

- Ensure core functionality and security of the site.
- Remember your language or basic preferences.
- Generate anonymized statistics about traffic and performance.

Where non-essential cookies are used (e.g. for analytics), we will request your consent via our cookie banner or settings.

You can manage or disable cookies in your browser settings. Some features of the website may not function properly without certain cookies.

6. Your Rights (GDPR)

As a data subject under the GDPR, you have the right to:

- Request access to the personal data we hold about you.
- Request correction of inaccurate or incomplete information.
- Request deletion of your data where there is no legal basis for continued processing.
- Request restriction of processing in certain circumstances.
- Object to processing based on legitimate interest, where applicable.
- Request data portability where processing is based on consent or contract and carried out by automated means.
- Withdraw consent at any time, where processing relies on it.

To exercise your rights, contact us using the details in Section 10. You also have the right to lodge a complaint with the Bulgarian Commission for Personal Data Protection or your local supervisory authority.

7. Data Retention

We retain your personal data only for as long as necessary to:

- Respond to your inquiries and prepare offers;
- Fulfil our contractual obligations for confirmed orders;
- Comply with accounting, tax, and legal retention requirements;
- Protect our legitimate interests in case of disputes.

After the retention period expires, data is securely deleted or anonymized.

8. International Transfers

Our hosting, email, or analytics providers may store or process data in the EU or, in some cases, in third countries. When data is transferred outside the EU/EEA, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or equivalent mechanisms, in accordance with GDPR.

9. Children's Privacy

Our website and services are intended for business clients and individuals aged 18 and above. We do not knowingly collect data from children. If we become aware that we have collected personal data from a minor, we will take steps to delete it promptly.

10. Data Controller and Contact

The controller of your personal data is:

- **Company:** "Меджик Лейзър" ООД
- **UIC:** 208734261
- **VAT:** BG208734261
- **Registered address:** 59 Nikolaevska St., Ruse 7012, Bulgaria
- **Email:** office@magic-laser.com
- **Phone:** +359 87 8447647

For any questions about this Privacy Policy or the processing of your personal data, or to exercise your rights under Section 6, please contact us using the details above.

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