

Privacy Policy

Last Updated: 10th August 2025

Mag__Mat Creations (“we,” “our,” or “us”) values your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website www.magmatcreations.com (the “Site”), use our services, or interact with us.

We comply with the **General Data Protection Regulation (EU) 2016/679 (GDPR)**, the **Maltese Data Protection Act (Cap. 586)**, and other applicable data protection laws.

1. Who We Are

Magmat Creations is based in Malta and operates as an online platform offering travel guides, creative content, and e-commerce items such as lifestyle products and digital downloads. Our mission is to inspire and support your journey through unique experiences and high-quality products tailored for adventurers and creatives alike.

Contact Information:

Mag__Mat Creations obo Magdaléna M

Email: magmatcreations@gmail.com

Address: Triq Gemma Portelli, Msida, MSD1270, Malta

If you have any questions about this policy, please contact us at the above email address.

2. Information We Collect

We may collect the following types of personal data:

- **Information you provide directly:**
 - Name, email address, phone number (if submitted via contact forms, email sign-ups, or account registration).
 - Payment and billing details (only when purchasing products/services — processed securely via third-party payment providers).
- **Information collected automatically:**
 - IP address, browser type, operating system.
 - Website usage data via cookies and analytics tools (e.g., pages visited, time spent, referral source).
- **Information from third parties:**
 - If you connect via social media or other linked accounts.

3. How We Use Your Information

We use your personal data for:

- Providing and managing our services.
- Processing payments and orders.
- Responding to your inquiries.
- Sending newsletters or marketing (only with your consent).
- Improving website performance and user experience.
- Complying with legal obligations.

Legal Bases for Processing:

- **Consent** (Article 6(1)(a) GDPR) — for newsletters, cookies, certain marketing activities.
- **Contract** (Article 6(1)(b) GDPR) — to fulfill your orders or service agreements.
- **Legal Obligation** (Article 6(1)(c) GDPR) — for accounting or tax purposes.
- **Legitimate Interests** (Article 6(1)(f) GDPR) — improving our services, security monitoring.

4. Cookies and Tracking

We use cookies to enhance your browsing experience.

- Essential cookies — required for site functionality.
- Analytics cookies — to understand traffic and improve performance (e.g., Google Analytics).
- Marketing cookies — to deliver relevant ads.

You can manage or disable cookies in your browser settings. For more details, see our **Cookie Policy**.

5. Sharing Your Information

We do not sell your personal data. We may share it with:

- **Service providers** (e.g., hosting, email delivery, payment processing).
- **Analytics and marketing partners** (only if you consent to cookies).
- **Legal authorities** when required by law.

6. International Data Transfers

If we transfer your data outside the EU/EEA, we will ensure it is protected through:

- Adequacy decisions by the European Commission.
- Standard Contractual Clauses (SCCs).

7. Data Retention

We keep your data only as long as necessary for the purposes outlined in this policy:

- Contact form data: up to 12 months.
- Order/payment records: 5–10 years (per legal requirements).
- Newsletter subscriptions: until you unsubscribe.

8. Your Rights Under GDPR

You have the right to:

- Access your personal data.
- Correct inaccurate data.
- Request deletion of your data.
- Restrict or object to processing.
- Data portability.
- Withdraw consent at any time (without affecting prior lawful processing).

To exercise these rights, contact us at **magmatcreations@gmail.com**. You may also file a complaint with the **Information and Data Protection Commissioner (IDPC), Malta** at <https://idpc.org.mt>.

9. Security

We implement industry-standard security measures, including encryption (SSL), secure servers, and restricted access, to protect your personal data.

10. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for their privacy practices.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with the updated date.

By using our Site, you acknowledge that you have read and understood this Privacy Policy.