

Privacy Notice for Magic Cloud Oy's Domain Brokerage Register

1 General

Magic Cloud Oy (hereinafter “Magic Cloud” or “we”) is committed to ensuring the confidentiality and data protection of personal data in its possession. This privacy notice describes how we process personal data of data subjects collected and processed in connection with domain brokerage activities (hereinafter the “Register”).

For further information on the processing of personal data, please contact Essi Teronen at essi.teronen@magiccloud.fi.

We may update this privacy notice from time to time, for example due to changes in legislation. We strive to use reasonable means to inform you of any changes and their impact in advance. We therefore encourage you to review this privacy notice whenever you are informed of updates. This privacy notice was last updated on March 4, 2026.

2 Data Controller

Magic Cloud Oy
Finnish limited liability company, Business ID: 2483428-8
Address: Hallituskatu 8, FI-33200 Tampere, Finland
Phone: +358 10 328 4700
Website: <https://magiccloud.fi>
Contact: support@magiccloud.fi

3 Whose personal data do we collect?

We collect and process personal data related to domain brokerage activities, including:

- the domain holder (organization contact person)
- individuals providing technical contact details for domains

4 What types of data do we collect?

We process the following personal data of our customers' contractual contacts and users of our services:

- first and last name
- contact details (email address, phone number, postal address)
- organization name and Business ID
- domain information (e.g., domain name)
- IP addresses and log data related to the use of domain services
- consent information
- billing and payment information

5 Sources of personal data

We primarily collect personal data from the data subjects themselves or from our customer's contractual contact during the customer relationship, as well as through the use of our services (e.g., log and authentication data).

Data is also collected from the Finnish Transport and Communications Agency (Traficom) domain registration system via the domain registration form.

6 Legal basis, purposes, and effects of processing

The legal basis for processing personal data includes:

- performance of a contract (domain registration, maintenance, and management)
- legal obligations (e.g., disclosure obligations to authorities)
- legitimate interest of the data controller

Personal data is used for:

- processing and forwarding domain applications
- domain management, transfers, and renewals
- identification and authorization verification
- customer communication and technical support
- billing and payment processing
- compliance with legal obligations

Personal data is processed solely for purposes related to domain brokerage and is not further processed for other purposes. Processing does not have other effects on the data subject beyond those described in this notice.

7 Regular disclosures of personal data

Personal data may be disclosed to:

- Traficom as the domain registry authority, as required by law and regulations
- subcontractors and service providers involved in technical service delivery or customer support (e.g., DNS, billing, or support systems)
- authorities entitled to receive data under applicable law

Third parties act as data processors and process data only in accordance with contractual terms. We do not transfer personal data outside the EU/EEA without a lawful basis.

8 Data retention

We retain personal data for as long as the customer relationship or domain is active.

After the customer relationship ends, personal data is retained for up to six years in accordance with the Accounting Act (1336/1997).

Please note that data may be retained longer if required by applicable legislation or contractual obligations toward third parties.

9 Rights of the data subject

Under applicable data protection legislation, you have the right at any time to:

- obtain information about the processing of your personal data
- access your personal data
- request correction of inaccurate or incomplete data
- request deletion of your personal data
- object to processing based on your particular situation where processing is based on legitimate interest
- transfer your data to another controller (where you have provided the data yourself)

- request restriction of processing
- lodge a complaint with a supervisory authority

Requests must be submitted in accordance with the contact details provided in this notice. We may ask you to specify your request in writing and verify your identity before processing it. We may refuse requests where permitted by applicable law.

10 Data protection principles

We respect the confidentiality of your personal data.

Manual materials containing personal data are stored in locked facilities with restricted access and treated as confidential.

For electronic data, Magic Cloud has implemented appropriate technical and organizational measures to protect personal data against unauthorized access or destruction. Depending on the service, our technical staff may have access to personal data (e.g., in helpdesk situations).

Magic Cloud personnel have signed confidentiality and data protection agreements. Access rights to systems are limited based on job responsibilities and managed through role-based access controls.

Personal data transmitted outside the company is encrypted.

11 Contact

All requests regarding your rights, questions about this privacy notice, and other inquiries should be sent by email to our customer service at support@magiccloud.fi.

You may also contact us via our website feedback form, in person at our offices, or in writing at:

Magic Cloud Oy
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33200 Tampere
Finland