

Privacy Policy

Effective date: 29 April 2026

Wizard Lizard OG, with a registered office at Karl-Popper-Strasse 5, Vienna, Austria (“we”, “us”, “Agency”) is the controller of your personal data and is committed to protecting your privacy.

1. Personal Data We Collect

When you contact us or submit a form, we may collect:

- First and last name
- Email address
- Phone number
- Company name and sector
- Company website URL
- Message or project details
- Files you upload (uploaded files are used solely for the stated project purpose and not retained beyond the project lifecycle.)

When you use our website, we may also collect technical data such as:

- IP address
- Browser type and version
- Device information

2. Purpose of Data Collection

We process your data to:

- Respond to inquiries and project requests
- Provide proposals and project-related communication
- Deliver our services
- Fulfill legal obligations (e.g., accounting and invoicing)

3. Legal Basis for Processing

We process personal data based on:

- **Art. 6(1)(b) GDPR (pre-contractual / contractual):** handling inquiries and providing services
- **Art. 6(1)(c) GDPR:** compliance with legal obligations
- **Art. 6(1)(a) GDPR (consent):** use of analytics and non-essential cookies
- **Art. 6(1)(f) GDPR (legitimate interest):** retaining inquiry data from contacts who did not become clients, for the purpose of recordkeeping and potential follow-up within a reasonable period.

Our legitimate interest is to maintain records of business communications. This interest is not overridden by your rights, given the limited nature of the data and the short retention period applied.

4. Cookies and Analytics

We use cookies to ensure the proper functioning of our website and to improve user experience.

Cookies are small text files stored on your device when you visit a website. Some cookies are necessary for the website to operate, while others require your consent.

With your consent, we use the following analytics tools:

- Google Analytics, a web analytics service provided by Google Ireland Limited
- Microsoft Clarity, a user behavior analytics service provided by Microsoft Corporation

These services use cookies and similar technologies to collect information about how visitors interact with our website. This may include:

- IP address (in anonymized or truncated form where applicable)
- Pages visited and navigation paths
- Time spent on pages
- Device and browser information
- Interaction behavior (e.g., clicks, scrolling, mouse movements)

Microsoft Clarity may also use session recordings and heatmaps to help us better understand user experience and improve website usability.

We use this information solely to analyze and improve the performance, usability, and effectiveness of our website.

IP anonymization is enabled for Google Analytics, meaning your IP address is shortened before further processing.

Data collected via these services may be transferred to and processed on servers located outside the European Union, including in the United States. In such cases, appropriate safeguards are applied, including the use of Standard Contractual Clauses approved by the European Commission.

These analytics tools are only activated after you provide your explicit consent via our cookie banner. You can withdraw or modify your consent at any time through the cookie settings on our website.

We may also implement additional services such as Google Ads in the future to measure the effectiveness of our marketing efforts. Such tools will only be used on the basis of your consent and will be disclosed in an updated version of this Privacy Notice.

For more information on how these providers process personal data, please refer to their privacy policies:

- Google: <https://policies.google.com/privacy>
- Microsoft: <https://privacy.microsoft.com/privacy>

5. Data Sharing

We do not sell your personal data.

Service providers who process data on our behalf and are contractually bound to comply with GDPR:

- Hosting providers (We use Hostinger for hosting)
- Email and communication tools (We use Google Workspace for email)

Professional advisors such as accountants or tax consultants, where engaged, who receive only the data necessary for legal and financial compliance and act as independent controllers under applicable law.

These providers process data on our behalf and are contractually bound to comply with GDPR.

6. Data Retention

We retain personal data only as long as necessary:

- Inquiry data (no contract): up to 12 months after last contact
- Project and client data: up to 7 years to comply with legal and accounting obligations
- Accounting and invoicing data: 7 years in accordance with Austrian law

7. Your Rights

You have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion
- Restrict processing
- Object to processing
- Data portability (where applicable)
- Withdraw consent at any time

You can exercise your rights by contacting: hello@wizardlizard.agency

You also have the right to lodge a complaint with the Austrian Data Protection Authority: Österreichische Datenschutzbehörde, Barichgasse 40–42, 1030 Vienna — [dsb.gv.at](https://www.dsb.gv.at)

8. Changes to This Privacy Notice

We may update this Privacy Notice from time to time. The latest version will always be available on our website.