

Privacy Policy

1. Introduction

Your privacy and the security of your personal data are important to us. This Privacy Policy (“Policy”) explains how FXIFY Solutions Ltd, its affiliates, and related entities (collectively, the “Company,” “we,” or “us”) collect, use, and process personal data about you during and after your use of FXIFY Solutions Ltd’s services.

This Policy, along with any agreement between us and any referenced documents or policies (together, our “Terms of Use”), governs your use of FXIFY’s website, app, extranet, sandbox, software, systems, and services (collectively, “FXIFY”).

We encourage you to review this Policy carefully to understand our practices regarding personal data and how we handle it, helping you make informed decisions. By using FXIFY, you acknowledge and consent to the practices described in this Policy.

This Policy applies to all personal data we collect, process, store, or transfer (including transfers to third parties), regardless of the medium on which that data is stored. This includes, but is not limited to, interactions with the FXIFY website, pilots, development sandboxes, webinars, user groups, events, or registered user communications.

We will only process your personal data in accordance with this Policy unless otherwise required by applicable law. This Policy outlines the personal data protection principles and legal requirements we follow when collecting, processing, transferring, or storing your personal data. We ensure that the personal data we collect is adequate, relevant, not excessive, and processed for limited purposes.

FXIFY, with its registered address at Unit 1, 74 Back Church Lane, London, United Kingdom E1 1LX, is the **Data Controller** for personal data collected in connection with your use of FXIFY, as outlined in this Policy.

Terms such as “Controller,” “Data Subject,” “Personal Data,” “Processor,” and “Processing” shall have the meanings assigned under the UK Data Protection Act 2018 (DPA), the EU General Data Protection Regulation (GDPR), and other applicable data protection laws (hereinafter referred to as “Data Protection Law”).

2. Collection of Personal Data

For the purposes of this Policy, **Personal Data** refers to any information about an identifiable individual. Personal Data excludes anonymous or de-identified data that cannot be linked to a specific person.

We collect your Personal Data directly from you and indirectly through your interactions with us. FXIFY may use this data to verify your identity, establish your account, maintain account activity, and communicate with you. Additionally, this data helps us improve our services, tailor your experience, and inform you of relevant products, services, or promotions.

To fulfill our obligations and provide services, we may collect, store, and process the following categories of Personal Data:

2.1. Personal Data You Provide

We collect most of the Personal Data directly from you, including:

- **Registration and Contact Details:** Information such as name, mailing address, income, phone number, tax ID, payment information, and employment details necessary for connecting to FXIFY.
- **Identification Data:** Data for verifying your identity, including government-issued ID, address, email, phone number, age, and biometric data.
- **Payment Information:** Payment instrument details, such as debit or credit card information.
- **Service-Related Data:** Information entered into your account, such as user ID, email, mobile number, profile picture, preferred language, and sensitive data (e.g., biometric data or imported contacts).
- **Communications:** Records of interactions, including emails, chats, and any attached files (e.g., images, audio, or documents).

2.2. Personal Data We Collect Automatically

Each time you access or use FXIFY, we may automatically collect:

- **Technical Information:** Device type, unique device identifiers, network details, operating system, browser type, and time zone settings.
- **Usage Data:** Access logs, pages viewed, login details, and event logs (e.g., password changes).
- **Device Information:** For fraud prevention purposes.

2.3. Personal Data from Third Parties

We work with trusted third parties (e.g., business partners, service providers) and may collect the following data:

- **Identity Verification:** Information about corporate addresses, directors, authorized persons, and beneficial owners. We may also verify this data with credit reference agencies.
- **Compliance Information:** Data collected to meet legal obligations, such as anti-money laundering and anti-terrorism requirements.
- **Service Providers:** Data shared by banking partners, payment processors, and other service providers to facilitate our services.

Cookies and Tracking

We use cookies, web beacons, and similar technologies to enhance your experience. Cookies are small text files stored on your device, helping us track website usage, improve functionality, and tailor our services.

You can block cookies through your browser settings, but doing so may limit certain features of FXIFY. By continuing to use our website with cookies enabled, you consent to their use as described in this Policy.

3. Use of Personal Data

We will only process your Personal Data when permitted or required by applicable law. This includes:

- (i) when processing is necessary to enter into a business relationship with you and fulfill the specific services or transactions you have agreed to,
- (ii) when processing is required to comply with a legal obligation that applies to us as the Controller of your Personal Data,
- (iii) when processing is based on our legitimate interests or those of third parties,
- (iv) when processing is necessary to protect your vital interests, or
- (v) when your informed consent has been obtained, if required by applicable law.

3.1. Personal Data Processing for Pre-Contractual and Contractual Purposes

We may process your Personal Data as necessary to fulfill our pre-contractual and contractual obligations to you. Without this data, you may not be able to use our services. The categories of data we may process include:

- Registration and contact information, as well as identification details.
- Personal details, including your name and contact information when you contact us or use our services.
- Data required to comply with legal obligations.
- Transaction-related information, including data connected to your account.

- Information from credit review agencies and other financial institutions.
- Technical usage data, device information, and location data.

The specific data processing purposes are determined based on the services provided and the corresponding contractual terms and conditions.

3.2. Personal Data Processing for Legitimate Interests

We may also process your Personal Data for our legitimate business interests, including the following purposes:

- Preventing fraud and conducting risk analysis and management.
- Ensuring network and information security, including preventing unauthorized access to our computer and information systems.
- Supporting internal administration and management with our affiliated entities.
- Determining your eligibility for, and communicating with you about, services you may qualify for or that may be of interest to you.
- Using your Personal Data to evaluate, improve, and promote our business and services.

3.3. Anonymized Personal Data Processing

We may use your data on an aggregate or anonymized basis (so it no longer identifies individual clients) for various purposes, where permissible under applicable laws and regulations.

3.4. Additional Processing of Your Personal Data

In addition to the purposes outlined above, we may also process your Personal Data for the following purposes:

- We may associate any category of information with another and treat the combined information as Personal Data under this Policy for as long as it remains combined.
- If we receive your Personal Data from a third party who has obtained your consent to share that data with us, we may rely on that consent (to the extent permitted by law), or we may process it based on other legal grounds outlined above.

4. Data Sharing

4.1. Sharing with Fraud Prevention Agencies

The personal information we collect from you may be shared with fraud prevention agencies to detect and prevent fraud, money laundering, and to verify your identity. If fraud is detected, you may be refused certain services, financing, or employment. Further details

about how your information will be used by us and these fraud prevention agencies, along with your data protection rights, can be found at www.cifas.org.uk/fpn.

4.2. Disclosure to FXIFY and Third Parties

You agree that we may disclose your personal information to FXIFY entities (including but not limited to FSL Prop DMCC) and third parties for the following purposes:

4.2.1. Sharing Personal Data for Legitimate Purposes

We may be required to share or disclose information with regulatory authorities, law enforcement, and judicial bodies to comply with legal obligations, including:

- Compliance with any legal or regulatory requirement or request.
- Disclosure in the event of the novation of Services from FXIFY to another entity.
- If we buy or sell a business or assets, we may share your Personal Data with the prospective seller or buyer of such business or assets, ensuring minimal disclosure necessary to complete the transaction.
- Where the data is publicly available.

4.2.2. Sharing Personal Data to Fulfill Contractual Obligations

We may share your data to fulfill obligations arising from any contracts between you and us, including:

- Notifying you about changes to our services.
- Presenting FXIFY content in the most effective manner for your devices.
- Administering FXIFY, including internal operations like troubleshooting, data analysis, and research.
- Ensuring the security of FXIFY.
- Maintaining our records.
- Supporting and managing employees to ensure efficient delivery of services.
- Complying with legal obligations.

4.2.3. Sharing Personal Data Due to Business Acquisition and External Parties

If FXIFY is acquired by a third party, or its assets are transferred, Personal Data about customers will be transferred as part of the acquisition. This may include:

- Protecting against fraud.
- Enforcing Terms of Use or investigating potential breaches.
- Protecting the rights, property, or safety of FXIFY, our members, or others, which may include exchanging information for fraud protection and credit risk reduction.

4.2.4. Sharing Personal Data to Comply with Legal Requirements

We may be required to share your information with regulatory or law enforcement authorities to comply with legal obligations.

4.2.5. Sharing Personal Data with Key Suppliers

To provide services effectively, we share your data with key suppliers and correspondent banking service providers who process your information on our behalf. These include (but are not limited to):

- IT, payment, and card delivery services providers, such as Sum & Substance Limited, Decta Limited, 4Stop GmbH, Akurateco Limited, Paysafe Limited, and others.
- Banking and financial partners, including VISA, Mastercard, CDAX Forex, and others in our Correspondent Banking Network.

4.2.6. Sharing Personal Data with Other Third Parties

FXIFY does not sell, lease, or otherwise disclose your personal information to third parties for reasons other than those outlined here. However, we may share information with affiliates to provide services you've requested or to offer services our affiliates provide.

Additionally, we may engage third parties to perform functions on our behalf, such as account processing, fulfillment, customer service, satisfaction surveys, or marketing.

If you choose to purchase products or services from a third party through an advertisement on our site, the personal information you share will be subject to that third party's privacy policy. We are not responsible for their practices.

4.2.7. Transfer of Personal Data Outside the UK and Europe

FXIFY may partner with non-affiliated third parties to offer products and services that meet your needs. In these cases, personal information may be shared with these third parties, and we require them to keep your information confidential and use it solely for the specified purpose.

If required by law, FXIFY reserves the right to disclose your personal information to third parties, regulatory bodies, or law enforcement authorities.

4.2.8. Transfer of Personal Data Outside the United Kingdom

Some of the external parties we share your data with may be located outside the United Kingdom, including countries with less stringent data protection laws. Upon request, you may obtain a list of countries where your data may be transferred.

FXIFY ensures that appropriate security measures are in place to protect the confidentiality and integrity of your information.

4.2.9. Access or Correction of Personal Data

Individuals wishing to access or correct the personal information we hold about them can contact our Data Protection Officer at FXIFY, Unit 1, 74 Back Church Lane, London, United Kingdom, E1 1LX.

5. Data Retention

5.1. Retention of Information

We will retain your personal information for as long as necessary to fulfill the purposes for which it was collected, in compliance with our statutory, accounting, or reporting obligations, and in accordance with our legitimate interests as a data controller.

5.2. Retention Periods

We will not retain your personal information longer than necessary for the purposes described in this policy. To determine the appropriate retention period, we consider applicable legal requirements, the nature and sensitivity of the data, the potential risk of harm from unauthorized access, the purposes of processing, and whether we can achieve those purposes through other means.

5.3. Anonymization

In some cases, we may anonymize your personal data so that it can no longer be linked to you. Once anonymized, we reserve the right to use this data for legitimate business purposes without further notice or consent from you. After you stop using our services, we will retain and securely destroy your personal data in accordance with our data retention policy and applicable laws.

6. Data Security

6.1. Safeguards

We implement physical and electronic safeguards that comply with applicable legal standards to secure your personal information, including protection from unauthorized access, use, alteration, and destruction.

6.2. Strict Security Measures

We maintain strict security systems designed to prevent unauthorized access to your personal data, including by our staff.

6.3. Ongoing Commitment

We are committed to protecting your personal data against unauthorized or accidental access, processing, or erasure. We use appropriate physical, electronic, and managerial measures to safeguard and secure your data.

6.4. Internet Transmission Risks

While we make every effort to protect your personal information, the transmission of data over the internet is not completely secure. Any data transmission to FXIFY is at your own risk. Once we receive your data, we employ strict procedures and security measures to prevent unauthorized access.

6.5. User Responsibility

It is your responsibility to ensure that users accessing FXIFY are aware of their security obligations. We may require users to provide security credentials and answer verification questions (e.g., a memorable word) to validate their identity and grant access. You are responsible for ensuring that all users have valid security credentials.

7. Recruitment

7.1. Use of Data for Recruitment

We will process your data for the purpose of managing the recruitment process, from assessing your application to the hiring decision. All your data will be kept confidential in compliance with applicable privacy laws. We will not share your data with third parties outside FXIFY, except for:

- Service providers, such as HR management services.
- Agents, advisors, and other third parties supporting our operations, such as recruitment agencies, background screening agencies, and law firms.
- Governmental, judicial, regulatory, and other bodies where required by law.

7.2. Legal Bases for Data Processing

Under European data protection laws, at least one of the following legal bases will apply when we process your data:

- **Contractual Duty:** We need the information to process your application and enter into a contract (e.g., obtaining references, verifying CV details).
- **Legal Duty:** We must collect the information to comply with law (e.g., confirming your right to work in the UK).
- **Legitimate Interest:** We need your data for our (or a third party's) legitimate interests in a way that does not override your privacy rights (e.g., conducting the recruitment process).
- **Public Interest:** We need the information to perform a task in the public interest (e.g., conducting criminal background checks).
- **Vital Individual Interest:** We need your data to protect your life and cannot seek your consent.
- **Consent:** We have obtained your consent.

7.3. Retention of Unsuccessful Applications

If your application is unsuccessful, we will generally retain your data for six months after the recruitment process concludes.

7.3.1. Retention for Future Opportunities

If you consent to having your data kept on file for future opportunities, we will retain it for up to six months after the recruitment process ends, or until you withdraw your consent earlier.

7.3.2. Deletion of Data

At the end of the retention period, we will delete or destroy your data unless you have withdrawn your consent earlier. However, some data may be retained due to legal, tax, health and safety, or reporting requirements, or to protect against legal risk, such as for up to six years in case of a potential legal claim.

7.4. Retention in Case of Employment

If you are successfully employed, your data will be retained in accordance with legal retention periods for HR records. If not, your data will be deleted as per the retention requirements for recruitment.

8. Your Rights of Access, Correction, Erasure, and Objection

8.1. Accuracy and Access

It is important that the personal data we hold about you is accurate and up to date. You have the right to be informed about the processing of your personal data to enable you to exercise your rights. Please notify us if your personal data changes during our service to you. By law, you may have the right to request access to, correct, or erase your personal data, or object to its processing under certain circumstances. You also have the right to request data portability, allowing you to move, copy, or transfer your data in a machine-readable format. To exercise these rights, please contact us using the details provided in this policy. We may request specific information to confirm your identity and your right to access, or to make requested changes to your personal data.

8.2. Right to Object

You have the right to object to the processing of your personal data in the following cases:

- We process it based on our legitimate interests.
- We process it to perform a task in the public interest or to exercise official authority.
- We process it for direct marketing purposes.
- We process it for scientific, historical, research, or statistical purposes.

8.3. Response to Objections

If you object to the processing of your personal data, please contact us using the details at the end of this policy. We will respond to your objection within thirty (30) calendar days (subject to any lawful extensions). If your objection relates to processing based on our legitimate interests, we must cease the activity unless:

- We have compelling legitimate grounds for processing that override your interests, or

- We are processing your data for the establishment, exercise, or defense of a legal claim.
Applicable law may allow or require us to refuse access to some or all of your personal data, or we may have destroyed, erased, or anonymized your personal data as per our retention obligations. If we cannot provide access to your personal data, we will inform you of the reasons, subject to any legal or regulatory restrictions.

8.4. Third-Party Websites

FXIFY may contain links to third-party websites, including those of our partners, advertisers, and affiliates. If you follow a link to any of these websites, please note that they have their own privacy policies, which we do not control or accept responsibility for. We recommend reviewing these privacy policies before submitting any personal information.

8.5. Request for Personal Data Overview

You have the right to request a review of the personal information we hold about you. To request an overview of your personal data, please email or write to us using the contact details in this policy. We may ask you to verify your identity and provide additional information to help us process your request. We will aim to respond within thirty (30) calendar days (subject to any lawful extensions).

8.6. Withdrawal of Consent

You may withdraw your consent for the processing of your personal data at any time. Please note that withdrawing consent may impact our ability to proceed with certain activities.

9. Other Provisions

9.1. Changes to the Policy

We reserve the right to modify this policy at any time. Changes will be posted through the app or via other communication methods. If we wish to use your previously collected personal data for new or different purposes, we will notify you and, where required by law, seek your consent before proceeding. Please review this policy regularly for updates or changes.

9.2. Opting Out

In certain cases, such as sharing your personal data with non-affiliated third parties, you may inform us if you would like to “opt out” by contacting us using the contact details provided. For joint accounts, an opt-out request by one account owner applies to all owners of the joint account. Opt-out requests must be made for each separate account you hold with FXIFY.

9.3. Dispute Resolution

Any dispute over this Privacy Statement is subject to this notice and the FXIFY Customer Agreement. If you have questions not addressed by this policy, please contact a Client Services representative.

9.4. Contact Information

If you have questions about how we handle your personal data or wish to request access to your personal data or exercise other rights, please contact our Data Protection Officer at the address provided in the introduction or email us at support@fxify.com.

If you are not satisfied with our response or believe we are not processing your data in accordance with the law, you may lodge a complaint with the Information Commissioner's Office at www.ico.org.uk.