

Pure Market Africa Privacy Policy

PRIVACY POLICY

PURE MARKET AFRICA

Privacy is of paramount importance in the realm of online financial and investment services. As the digital landscape continues to evolve, it has become crucial for companies like Pure Market Africa to handle and secure client data obtained through their website, trading platform, and CRM (Customer Relationship Management) systems. This brief aims to outline the significance of privacy and why Pure Market Africa collects and utilizes client data in these digital avenues.

Importance of Privacy in Online Financial and Investment Services

Protection of Personal Information: Privacy safeguards the sensitive personal information of clients, such as their identification details, financial data, and transaction history. By maintaining the privacy of this information, Pure Market Africa ensures that it remains confidential and secure from unauthorized access or misuse.

Compliance with Regulations: Online financial and investment services are subject to various regulatory frameworks, such as data protection laws and anti-money laundering regulations. Respecting privacy requirements helps Pure Market Africa comply with these regulations and maintain legal and ethical practices.

Trust and Confidence: Privacy plays a crucial role in fostering trust and confidence among clients. When individuals entrust their financial and personal information to Pure Market Africa, they expect it to be handled with utmost care and respect. By prioritizing privacy, Pure Market Africa instills confidence in its clients, enhancing their trust in the company and its services.

Collection of Client Data via Website, Trading Platform, and CRM

Website: Pure Market Africa collects client data through its website to establish a seamless and personalized user experience. This may include basic contact information and preferences, which enable the company to tailor its offerings, communicate relevant updates, and provide personalized support to clients.

Trading Platform: As part of the account setup and trading process, Pure Market Africa collects additional client data through its trading platform. This data may include identification documents, financial information, and trading history. It is essential for account verification, compliance with regulatory requirements, and facilitating secure and efficient trading activities.

CRM (Customer Relationship Management) System: Pure Market Africa employs a CRM system to manage client relationships effectively. This system stores and organizes client data, allowing the company to provide personalized services, track communication history, and ensure efficient client support. The CRM system assists in streamlining internal processes and enhancing the overall client experience.

Contents

INTRODUCTION.....	3
COMPLIANCE WITH REGULATIONS AND AML.....	3
COLLECTION OF PERSONAL DATA.....	3
USE OF PERSONAL DATA.....	3
DATA SECURITY AND PROTECTION.....	3
THIRD PARTIES AND DATA SHARING.....	4
COOKIES AND TRACKING TECHNOLOGIES.....	4
RETENTION OF PERSONAL DATA.....	4
YOUR RIGHTS AND CONTACT INFORMATION.....	4
CONCLUSION.....	4

INTRODUCTION

Pure Market Africa Ltd (hereinafter referred to as the "Company") is committed to protecting the privacy and integrity of the personal information of our clients, both present and future, as well as other visitors to our site. We understand the importance of collecting and safeguarding data in compliance with applicable regulations and industry standards. This Privacy Policy (the "Policy") outlines how the Company collects, uses, and protects personal information.

By using our services and providing your information, you consent to the practices described in this Policy.

COMPLIANCE WITH REGULATIONS AND AML

The Company operates in accordance with relevant regulations and complies with applicable AML laws and regulations. We collect and process personal information as required to fulfill our legal and regulatory obligations, including Know Your Customer (KYC) and Due Diligence procedures. These measures help prevent fraud, identity theft, money laundering, and other illegal activities.

COLLECTION OF PERSONAL DATA

To provide our services, the Company collects certain personal information (Personal Data) from our clients. The types of Personal Data we collect may include:

- Information provided on applications and other Company forms, such as name, address, date of birth, passport data, occupation, national insurance number, medical insurance number, and personal mobile phone number.
- Financial information such as income, assets, and investment experience.
- Documents provided to confirm identity, such as passport, utility bills, and/or bank statements, or company incorporation information.
- Payment documents: money transfer orders, bank statements, bank card copies, etc.

USE OF PERSONAL DATA

The Company may use a Client's Personal Data for the following purposes:

- To verify the Client's identity and fulfill our legal and regulatory obligations.
- To process trading and non-trading operations securely and efficiently.
- To carry out our anti-money laundering and counter-terrorism financing measures.
- To inform the Client about our products or services that may be of interest.
- To provide services relevant to the Client's business relationship with the Company.
- To maintain accurate and up-to-date account data for the Client.
- To analyze statistical data to improve our products and services.

DATA SECURITY AND PROTECTION

We take data security seriously and implement appropriate technical and organizational measures to protect the confidentiality, integrity, and availability of personal information.

These measures include:

- Restricting access to personal information on a need-to-know basis.
- Regularly monitoring our systems for vulnerabilities and promptly addressing any identified issues.
- Encrypting sensitive data to ensure secure transmission and storage.
- Training our employees on data protection and confidentiality obligations.

THIRD PARTIES AND DATA SHARING

The Company may share the Client's Personal Data with associated or affiliated companies, auditors, agents (including payment agents), banks, or other authorized organizations or individuals ("Authorized Persons") solely for the purpose of processing the Client's trading and non-trading instructions or complying with legal or regulatory requirements. We ensure that all Authorized Persons adhere to this Policy and implement appropriate measures to protect personal information.

COOKIES AND TRACKING TECHNOLOGIES

We may use cookies and similar tracking technologies to enhance user experience, analyze site usage, and personalize content. By using our site, you consent to the use of cookies as outlined in our separate Cookies Policy.

RETENTION OF PERSONAL DATA

We retain personal information for as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or permitted by law.

YOUR RIGHTS AND CONTACT INFORMATION

You have the right to access, correct, or delete your personal information held by the Company. If you have any questions, concerns, or requests regarding this Policy or your personal information, please contact us at info@puremarketbroker.com

CONCLUSION

At Pure Market Africa, we recognize the importance of collecting and protecting personal data in compliance with regulations and industry standards. We are dedicated to maintaining the privacy and security of our clients' information while delivering our services effectively and responsibly.

