

PRIVACY POLICY

At idenfic, we value your privacy and strive to protect your personal data. We will only collect and use your personal data in accordance with this Privacy Policy and our Terms of Use.

Personal data collection

When you access idenfic mobile application or website, idenfic may collect your personal data including but not limited to when you provide it to us, when you communicate with us, when you use idenfic site and when we obtain information from third parties, among others.

Cookies application

Idenfic also collects personal data through the use of cookies. Cookies are small data files that we or companies we work with may place on your computer or other devices when you visit our website. They allow us to remember your actions or preferences over time. Cookies allow users to sign into their accounts, allow site usage tracking, recall preferences, allow third-party integration, measure advertising effectiveness, and help increase security and help curb fraud. idenfic uses both session and persistent cookies.

Third-party cookies

Idenfic may use third-party providers to help determine which of our advertisements are most likely to be of interest to you. These providers may use behavioural information, such as how you navigate the internet, to provide relevant advertisements to you. We may also allow some of these companies to use tracking pixels. Tracking pixels may be used to collect and store information about visits to our website, such as which pages you viewed and how long you spent on the website, as well as the specific advertisement that you clicked to visit our site. No personally identifiable information is stored on these cookies. The information reported to us is aggregated and anonymous. We use this information to understand, for example, the effectiveness of our advertising and marketing. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

By signing up for an account with idenfic, or continuing to use our platform, you agree to our use of cookies as set out in this policy. You may decline our cookies if your browser or browser add-on permits, but doing so may interfere with your use of idenfic's services.

How we use your personal data

We use personal data for one or more of the following purposes:

- to verify your identity in accordance with Know Your Customer (KYC), Anti-Money Laundering (AML) and sanctions screening requirements;
- to manage and maintain your account with us;
- to prevent fraudulent or unauthorised use of our products and services;
- to notify you about benefits and changes to the features of our products and services;
- to provide you with personalised advertising and marketing.

Where necessary to protect our legal rights and interest, or the interests of others, we also use personal data in relation to legal claims, compliance, audit, risk management and regulatory functions. We share our platform usage data with:

- any person that works for us or for one of our group companies;
- any entity that forms part of the idenfic group of companies;
- financial and other institutions we partner with to provide our products and services;
- companies and organisations that provide services to us, including in relation to technical infrastructure, marketing and analytics, and web and app development;
- companies and organisations that assist us with identity verification, background screening, due diligence and processing or otherwise fulfilling transactions that you have requested;
- our professional advisers, consultants and other similar services.

We will otherwise treat your personal data as private and confidential and will not share it with other parties except:

- where you have given permission;
- where we believe it is reasonably necessary to comply with any law, regulation, legal process or governmental request, to enforce our Terms of Use or other agreements, or to protect the rights, property, or safety of us, our customers or others;
- where we may transfer rights and obligations pursuant to our agreement with you.

By accepting this Privacy Policy, and then submitting your personal data, you agree to the transfer, storing or processing of it outside of your jurisdiction. Additional matters relating to personal data

Retention of personal data

idenfic will retain your personal data, in compliance with this Privacy Policy and the Terms of Use, for the duration of your relationship with us, and afterwards for such period as may be necessary for our legitimate business purposes (including compliance with our legal obligations, preventing fraud, resolving disputes and enforcing agreements), to protect the interests of idenfic and its customers, and as required by law.

Incomplete personal data

Where indicated (for example in application forms or account opening forms), it is obligatory to provide your personal data to us to enable us to process your application for our products or services. Should you decline to provide such personal data, we may not be able to process your application/request or provide you with our products or services.

Your right to access, update, or remove your personal data

Most of the data idenfic collects, and the ways in which we use it, are necessary for us to provide and improve the services we provide to you, or to comply with our obligations. In certain situations, we give you the ability to choose how we use your data. Depending on the country in which you live, you may have certain rights under data protection law, including the right to object to the processing of your personal data or to request that we:

- provide you with a copy of your personal data (including in a format that can be shared with a new provider); or
- correct, delete, or restrict the processing of your personal data.

Please submit a support ticket if you would like to exercise any of the above rights. These rights are limited in some situations, such as where we are legally required to process your data, and may limit your ability to use our products and services.

Data breaches

We will notify you and the relevant supervisory authority as soon as we become aware of any data breach that is likely to result in a risk to your rights and freedoms.

Revisions to this Privacy Policy

We may amend this Privacy Policy from time to time. We will do our best to notify you of any amendments to the Privacy Policy and any such notice will be posted on our application or our website, or sent by email to the address associated with your identific Account.