

PRIVACY POLICY

The protection of privacy of our users (existing customers, former customers and persons visiting our website) is one of CF Merchants Limited ("CF Merchants Ltd", "CF Merchants", "CFM", "Company", "we", "our", "us") main concern, therefore, the company is committed to safeguard all personal information collected from our valued clients. The following statement explains how we collect, maintains and protect Client ("you", "your") information .

COLLECTION OF INFORMATION DIRECTLY

By providing to the company your personal information such as Full Name, Mailing Address, ID number, Passport Number etc., you are providing the company with full consent to gather, store and protect the information provided. The Company will collect personal information from clients under the below circumstances:

- ◆ When opening a Live/Demo trading account with the Company (When filling in electronic or printed registration forms).
- ◆ When funding your trading account.
- ◆ When withdrawing from your personal trading account.
- ◆ The information that may be collected includes:
 - ◆ Personal Information such as Full Name, Address, Date of Birth, ID Number and Occupation.
 - ◆ Financial Information such as assets, investment experience and monthly income, in order to evaluate your trading experience.
- ◆ When trading on the Company's system.
- ◆ When contacting The Company or responding to a promotion advertised.
- ◆ When funding your account or withdrawing from your account, we may request documents such as a copy of an ID Document, Utility Bills and a Bank Statement.

The above information collected from clients, help The Company understand your financial needs, provide you with products and services suitable to your needs, process your account transactions in a timely manner as well as provide you with the highest level of customer support.

COLLECTION OF INFORMATION INDIRECTLY

There is certain information that is indirectly collected by the Company such as IP Address, operating system, software configuration and the use of cookies.

USAGE OF THE COLLECTED INFORMATION

The Company will utilize the information collected from clients for the following purposes:

- ◆ To verify clients identity
- ◆ To set up, maintain and manage clients trading account
- ◆ To process deposits and withdraws in clients trading account
- ◆ To keep clients up to date with news, updates and new promotions
- ◆ To analyze client activity in order to improve and provide clients with the best products and services
- ◆ To provide clients with top quality customer support
- ◆ To improve your experience and to know you better

DISCLOSURE WITH AFFILIATES AND NON-AFFILIATED THIRD PARTIES

The Company does not share any client information with any affiliated or non-affiliated third parties. ONLY under the below circumstances will client's personal information be shared:

- ◆ In order to open, operate and service your personal trading account
- ◆ The Company may share information with service providers such as attorneys, accountants, auditors, and other financial professionals
- ◆ In order to protect against fraud, money laundering, unauthorized transactions, claims or other liabilities
- ◆ Income, credit history, net worth, or income information, will not be shared by The Company under no circumstances
- ◆ The company may share information with affiliates and introducing brokers, mainly for the calculation of these entities compensation

SECURITY OF CLIENTS INFORMATION

Right on top of the Company's priority list is the client's security. Therefore The Company takes all the necessary steps to make sure that your data is safe with us. Some of these steps are:

- ◆ The Company uses the top notch data security technology, firewalls and data encryption
- ◆ Every client owns his own personal login and password which he uses to access the Company system(s)
- ◆ Your personal, financial, and Account information, including your credit card details (where applicable), will be disposed of or purged from our records based on our data retention policy, which is compliance with recognized international standards

- ◆ All client information at the Company's Website (www.cfmerchants.com) is restricted to a small group of management and employers that need to use this information
- ◆ Our employees are required to maintain and protect the confidentiality of your information and must follow established procedures to do so
- ◆ We limit access to your personal, financial and Account information to those employees and employees of our affiliates who need to know in order to conduct business, including servicing your Account. These employees will have access to your Account number and user id. Although certain employees have the ability to reset your Account password and Secure Access Website password for you, they will not have access to your password, as they are not saved in our systems
- ◆ We have employed adequate security measures based on recognized international standards, to safeguard your information and protect from it from being disclosed, compromised or leaked

EXTERNAL LINKS

- ◆ Links to external sites may be found on the Company's website. The Company takes no responsibility for the content on the external websites and advice to all clients to read the privacy policy of the external websites before leaving any personal information.
- ◆ The Company's Privacy Policy applies only to information collected by the company

CHANGES TO THIS PRIVACY STATEMENT

- ◆ In the event any material changes are made to this statement, the revised Privacy Policy will be posted on our website as soon as reasonably practical. By your continued use of the website and/or by opening an Trading Account with us and/or by you continued use of Trading Account with us, you hereby agree to accept this as notice provided to you
- ◆ Any dispute over this statement is subject to the terms of this statement and our Terms and Conditions

If you have any questions, concerns or complaints regarding this Privacy Policy, please do not hesitate to contact us.