Privacy Policy

More Than Trading

PU Prime

This Privacy Policy is issued by PU Prime LLC (the "**Company**", "**we**", "**us**", or "**our**" as appropriate), the entity responsible for collecting and processing your personal information through this website and any other related websites that are registered and operated by PU Prime.

PU Prime is the commercial name of PU Prime LLC, which is authorised and regulated by the Financial Services Authority of St. Vincent and the Grenadines under number 271 LLC 2020. The Company is registered in St. Vincent and the Grenadines and located at Euro House, Richmond Hill Road, Kingstown, VC0100, St. Vincent and the Grenadines, P.O. Box 2897.

For this Privacy Policy, (a) references to "**personal information**" include "**personal data**" where such terminology is used under applicable law; and (b) personal information that you provide in connection with registering as a user of our website or services is referred to as "**Registration Information**".

Application

In order to open an account with PU Prime, you must first complete and submit the application form, together with the required documents. By completing the application form, you are requested to provide personal information in order to enable PU Prime to evaluate and process your application and comply with applicable laws and regulations governing the provision of services. This information is also used to contact you about trading services.

Personal Information We Collect

We may collect the following categories of personal information about you:
(i) identity information, such as your full name, date of birth, place of birth, and nationality;
(ii) contact information, such as your email address, phone number, and residential address;

(iii) identity verification documents, such as a certified copy of your national ID card, passport, or other government-issued identification, and proof of address (e.g., a recent utility bill);
(iv) financial information, such as your bank account details, credit or debit card information, other payment method details, source of funds, annual income, and occupation;
(v) tax information, such as your Tax Identification Number (TIN) and country of residence;
(vi) transaction and account data, such as your deposit and withdrawal history, details of financial instruments and funds held on your behalf, and records of transactions conducted;
(vii) technical and usage data automatically collected when you visit our website or use our services, such as your Internet Protocol (IP) address, device identifiers, browser type and settings, geolocation information, pages visited, frequency and duration of visits, referring URLs, and your website activity;
(viii) correspondence data, such as records of communications between you and PU Prime, including chat logs and call recordings where applicable; and
(ix) any other personal information you voluntarily provide to us or that we are otherwise required or permitted to collect under applicable laws and regulations.

How We Use Your Personal Information

We collect and use your personal information for the following purposes:
(i) to verify your identity and process your account application;
(ii) to comply with applicable laws, regulations, and regulatory obligations (including anti-money laundering, know-your-customer, sanctions screening, and politically exposed persons (PEP) checks);
(iii) to provide, manage, and improve our trading services and website;
(iv) to communicate with you regarding your account, transactions, and service updates;
(v) to send you marketing and promotional materials where you have consented or where permitted by applicable law;
(vi) to conduct statistical analysis and improve our marketing efforts (on an anonymised and aggregated basis only);

(vii) to detect and prevent fraud, misuse, or unauthorised access to our services; and
(viii) for risk management purposes and to enforce the terms and conditions governing our services.

PU Prime shall not disclose to a third party any of its clients' personal information unless required or permitted to do so by applicable laws and regulations or by an authority of competent jurisdictions, or otherwise described in this Privacy Policy; such disclosure shall occur on a 'need-to-know' basis, unless otherwise instructed by the authority. Under such circumstances, PU Prime shall expressly inform the third party regarding the confidential nature of the information.

Clients accept and consent that PU Prime may, from time to time, contractually engage companies for statistical purposes in order to improve PU Prime's marketing; as a result, some or all of the clients' personal information may be disclosed on an anonymised and aggregated basis only.

Third-Party Sharing and Agents

Notwithstanding the above, we may share your personal information with the following categories of recipients, strictly for the purposes described in this Privacy Policy:
(i) card processing and payment companies, to process deposits and withdrawals to and from your account. These companies are contractually prohibited from retaining, sharing, storing, or using personal information for any other purposes;
(ii) identity verification and fraud prevention agencies, to verify your identity and conduct required compliance checks;
(iii) regulatory and law enforcement authorities, where required or permitted by applicable laws and regulations;
(iv) service providers, contractors, and professional advisors engaged by PU Prime to support its operations, subject to appropriate confidentiality and data protection obligations; and

(v) our affiliated PU Prime group entities, where necessary to provide, operate, or support our services to you, subject to appropriate confidentiality and data protection safeguards.

Website Tracking and Automatically Collected Information

The information we automatically collect from your use of our website is used to improve the content of our website and may, subject to applicable laws and regulations and your communication preferences, be used by us to contact you, by any appropriate means, and to provide you with any information we believe may be useful to you.

Choice/Opt-out

Where applicable, you may choose whether or not to provide certain personal information. However, if you choose not to provide certain information, this may affect our ability to provide you with certain services. If you no longer wish to receive any promotional communications, you may opt-out of receiving them by clicking the unsubscribe link included in any marketing email we send you.

Please note that opting out of marketing communications will not restrict PU Prime from sending messages that it is required by law or regulation to communicate to you.

Where applicable, when your personal information is collected by any third party through our website(s), and that third party is not acting solely as our agent or service provider, your interaction with that third party may be subject to that third party's own privacy practices, and you should review those practices before providing your information.

Cookies

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We may use cookies on the website. We may link the information we store in cookies to any personal information you submit while on our website.

We may use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period. You can remove persistent cookies by following the directions provided in your Internet browser's "help" file.

We may set a persistent cookie for statistical purposes. Persistent cookies also enable us to track and target the location and the interests of our users and to enhance the experience of our services on our website.

Some of our business partners may use cookies on our website. We have no access to or control over these cookies.

Advertising and Analytics Services Provided by Others

We may allow third-party companies to provide analytics services and serve advertisements on our behalf. These third parties may use cookies and similar tracking technologies to collect information about your use of our website over time. This information may be used to, among other things, analyse website traffic, measure performance of our advertising campaigns, and deliver content or advertisements relevant to your interests.

In particular, our website uses the Microsoft Universal Event Tracking (UET) tag, a tracking technology provided by Microsoft Corporation, to measure the performance of our advertising campaigns and to show you relevant advertisements on the Microsoft Advertising Network. In connection with this, Microsoft may collect or receive personal information from visitors to our website. For more information about how Microsoft uses this data, please refer to Microsoft's Privacy Statement at https://privacy.microsoft.com. To opt out of Microsoft's interest-based advertising, please visit https://account.microsoft.com/privacy/ad-settings.

Security and Protection of Your Personal Information

Registration Information is safely stored on secure servers that only authorised personnel have access to via password. PU Prime encrypts all Registration Information as it is transferred to PU Prime and thus makes all commercially reasonable efforts to prevent unauthorised parties from viewing any such information.

Personal information provided to PU Prime that is not Registration Information also resides on secure servers and is again accessible only to authorised personnel via password. This information is not directly accessible or modifiable by you online.

We retain Registration Information and all other personal information for as long as is necessary for the purposes for which it was collected, or as otherwise required by applicable laws and regulations, including for the purposes of legal defence and maintaining adequate business records. When your information is no longer required, we will take reasonable steps to delete or anonymise it in a secure manner. We may retain aggregated or anonymised information indefinitely, as it can no longer be used to identify you.

While we take these measures to protect your personal information, no security system is impenetrable, and we cannot guarantee that our systems will be completely immune from unauthorised access or security breaches.

Updating Your Personal Information

If your personal information changes, you must inform us by email, telephone, fax, or postal mail at the contact information listed below or on the website.

Transfer of Personal Information

Your personal information may be transferred to, stored, and processed in countries other than the country in which you reside. By using our services, you acknowledge that your personal information may be transferred to jurisdictions that may not

provide the same level of data protection as your home jurisdiction. Where such transfers are required, PU Prime will take reasonable steps to ensure that your personal information is treated securely and in accordance with this Privacy Policy and applicable law. If you are a resident of a jurisdiction where the transfer of personal information to another country requires your consent, your use of our services constitutes your express consent to such transfer.

Your Rights

You have the following rights with respect to your personal information processed by us:

(i) to enquire whether your personal information is being processed by us;
(ii) to request access to such personal information and obtain a copy of it;
(iii) to request correction of personal information that is inaccurate, incomplete, or not up to date; and
(iv) to request that we cease processing your personal information for direct marketing purposes.

To exercise any of the above rights, please contact us in writing at the details set out in the “Contact Us” section below. Please note that we may not be able to fulfil every request, as some rights are subject to applicable legal and regulatory obligations.

Legal Disclaimer

We reserve the right to disclose your personal information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our website. We will not be liable for misuse or loss of personal information resulting from cookies on our website that we do not have access to or control over. We will not be liable for unlawful or unauthorised use of your personal information due to the misuse or misplacement of your passwords, whether negligent or malicious, however caused.

Minors

Our website and services are not directed at, and we do not knowingly collect personal information from, individuals under the age of 18. If you believe we have inadvertently collected personal information from a minor, please contact us at info@puprime.com, and we will take reasonable steps to delete it as soon as practicable.

Changes in this Privacy Policy

If we decide to change our privacy policy, we will post those changes to this Privacy Policy, on our website, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our website.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact us at:

PU Prime LLC
Email: info@puprime.com
Address: Euro House, Richmond Hill Road, Kingstown, VC0100, St. Vincent and the Grenadines, P.O. Box 2897