



## **Privacy Policy**

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## 1. Introduction

Empire FX Trade Limited, trading as Empire FX, is a Limited Liability Company incorporated in Kenya, incorporation number PVT-27U5EA9J, authorised and regulated by the Capital Markets Authority as a Dealing Foreign Exchange Broker, license number 203 and whose registered address is Gallant, 6th Floor, Office no. 4, along Parklands Road, Westlands, Nairobi and of P.O Box 2883-00606 Nairobi, Kenya.

## 2. Scope of the Privacy Policy

The scope of this privacy policy is to explain how Empire FX collects your personal data, how it uses it, maintains it and how it discloses the personal data collected.

This Privacy Statement sets out the company's policy on protection of the data subjects' privacy. Empire FX will only use your personal data in accordance with this privacy policy. Empire FX Trade Limited respects the privacy of any user that accesses its website(s) and we are committed to taking all reasonable steps in safeguarding the privacy of all existing or prospective clients. This privacy policy does not apply to websites operated by other organizations and/or any third parties.

## 3. Collection of Personal Information

We gather information directly from you through various channels such as phone calls, emails, and website registration. This includes details necessary for account setup, effective transactions, and to safeguard your assets. Our aim is to understand your needs and preferences better.

The information collected includes your name, address details, contact details, birth date, tax identification number, banking information, employment status and trading history. We ensure that all data collection complies with data protection laws and AML/KYC regulations.

While using our website and/or trading platform, we may also collect information from such use for among others browsing/functionality purposes and may store this information within your personal profile. Such information may include site areas visited, browser type, operating system, Internet Protocol (IP) address, computer identification parameters, cookies and Closed-Circuit Television (CCTV) surveillance recordings obtained following your visit to our offices. CCTV Devices are installed at strategic locations at our office premises to provide a safe and secure environment in all our premises as a part of our commitment to community safety, security and crime prevention.

### 3.1. Information you give us:

We are also required by law to collect certain Know Your Client ("KYC") documentation in order to verify your identity. KYC documents may include but are not limited to:

- a. Proof of identity (e.g. ID/Passport, driving license etc.)
- b. Proof of address (e.g. Pin Certificate, bank statement, Utility bill etc.)

By entering into a business relationship and in the course of correspondence in physical or electronic form with us, we will collect and store personal information about you, as it is required to provide you with the services you requested and to comply with legal and regulatory obligations. This includes, among others, information related to your financial status, such as your bank account/s and Credit Card/s details or other means of payments, the origin of funds, annual income, deposits and withdrawals history, information in regards to funds and financial instruments kept by the Company on your behalf, occupation, relevant data and types of transactions conducted, documents downloaded and/or uploaded, phone number and email address.

#### **4. Purpose for which we will collect your personal data**

We collect, use, disclose, store and process your personal data for the performance of our services as required by law in order to perform our contractual obligations and to provide you with quality service. We also collect your personal data for internal purposes including the improvement of customer experience, promotional and marketing services (e.g. emails, social media, SMS), customer care, training purposes and administration matters. Additionally, we may use the information collected from you to verify your identity and contact information. We may also use this information to establish and set up your trading account, issue an account number and a secure password, maintain your account activity, and contact you with account information.

Such data is safely stored and is treated as **CONFIDENTIAL**. We only collect personal data that is adequate and relevant for the purposes of our business and for a reasonable period of time as required by law. We never ask for more information than is required by law.

#### **5. Disclosure of your personal data.**

We may disclose and/or share your personal data when necessary to provide our services or conduct our business operations. When we share personal data, we do so in accordance with applicable data privacy laws and our internal security standards. We do not sell personal data or client database we collect. We do not distribute or transfer any data of our clients to any unauthorized or non-affiliated to it, third parties.

##### **5.1. Our Partners/Third Party service providers**

We may forge partnerships and alliances, which may include joint marketing agreements, financial institutions such as banks and payment service providers, promotional functions, software system, cloud hosting services, platform support and other companies who offer high-quality products and services that might be of value to our clients. We may disclose data to our service providers/partners that we do business with, if necessary.

This allows them to better understand the offers that are most relevant and useful. The use of your personal information is limited to the purposes identified in our relationship with the partner/service provider. In those cases, we retain confidentiality agreements, and any data we may disclose is always on a “need to know” basis and solely for the provision of our services to you and for which the informed consent was given to us through the present privacy policy. All

third parties with which we share personal information are obliged to protect personal information in a similar manner to the way we protect personal information.

## **5.2. Regulatory Disclosure**

We reserve the right to disclose your personal information to third parties where required by law to regulatory, law enforcement or other government authorities. We may also disclose your information as necessary to credit reporting or collection agencies, or when necessary to protect our rights or property.

## **6. Restriction of Responsibility**

If at any time you choose to purchase a product or service offered by another company, any personal information you share with that company will no longer be controlled under our Privacy Statement. We are not responsible for the privacy policies or the content of sites we link to and have no control of the use or protection of information provided by you or collected by those sites. Whenever you elect to link to a co-branded Web site or to a linked Web site, you may be asked to provide registration or other information. Please note that the information you are providing is going to a third party and you should familiarize yourself with the privacy policy provided by that third party.

## **7. Opting out of disclosure of non-personal information**

You may direct us not to disclose non-public personal information to certain non-affiliated third parties. To opt out of sharing non-public personal information with non-affiliated third parties, please contact [support@empirefx.com](mailto:support@empirefx.com). An opt out election made by one account owner of a joint account is applicable to all account owners of the joint account. An opt-out election must be made for each separate account you hold with us.

## **8. Use of Cookies**

A cookie is a small text file stored on the user's desktop, laptop, smartphone or tablet for record keeping and security purposes. Cookies are sent to your device and allow a website to recognize a user's device. Additionally, cookies allow us to enhance user experience while browsing our website. Empire FX issues cookies upon landing on our website, unless the cookie settings on user's browsers are disabled. Please be notified that by turning off cookie tracking in your browser, some of our services might become unusable such as promotions or registration. Third parties may use cookies to track behavior and may set cookies on behalf of us. These cookies do not contain any personally identifiable information. By visiting [empirefx.com](http://empirefx.com) you agree to use our cookies to enhance your experience.

## **9. Marketing communication**

We may collect personal information through social media sites when you interact with us on any of our social media channels. While registering your information with us, you have agreed to receive marketing services, which provides you with information regarding the products and services we offer and opportunities that we believe may be relevant to you. If you receive email communications from us and you no longer wish in the future to receive such communication,

you may opt out by clicking the unsubscribe link situated at the end of each email sent to you or by notifying the member of staff that contacted you and we will stop sending this information. You can also contact [support@empirefx.com](mailto:support@empirefx.com) if you have any further questions.

## **10. Retention of your personal data**

All personal data that you provide to us is held and stored in a combination of secure cloud storage facilities, held electronically on off-site back – up servers or held within multiple cloud servers. We take all the necessary steps to protect the personal information collected from you against any misuse, compromise, loss, unauthorized access, modification or disclosure.

## **11. Our Communication**

We will notify you where your personal data is to be processed for any other purpose other than which it was collected and, if required, obtain your consent for such processing.

You have the right to ask us not to process your personal data. You have the right to request erasure/deletion your personal data (“right to be forgotten”) where there is no good reason for us to continue processing it. Where this is the case, we will proceed to delete your personal information in accordance with your instructions. However, please note that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you. Furthermore, as an authorized firm, we are under certain obligations to retain your personal information for a maximum period of seven years.

You may inform Scope Markets at any time that your personal details have changed by emailing us at [support@empirefx.com](mailto:support@empirefx.com). Further, you have the right to access your information that we hold about you. To exercise this right, please contact us via [support@empirefx.com](mailto:support@empirefx.com) verifying your identity and specifying the exact information you require.

## **12. Changes to this Policy**

Please note that we reserve the right to amend, revise, modify and/or change our privacy policy at any time. In the event we materially change this Privacy Policy in the future, the revised Privacy Statement will promptly be posted to the websites, and where appropriate, notified to you by e-mail. You agree to accept posting of a revised Privacy Statement electronically on the website as actual notice to you. Any dispute over our Privacy Statement is subject to this notice and our Customer Agreement. If you have any questions that this statement does not address, please contact [support@empirefx.com](mailto:support@empirefx.com).

