

PRIVACY POLICY

LAST UPDATE: 17 JANUARY , 2025

BRIGHT FIN GLOBAL ("WE", "US", OR "OUR") IS COMMITTED TO SAFEGUARDING YOUR PRIVACY. THIS PRIVACY POLICY OUTLINES THE TYPES OF PERSONAL INFORMATION WE COLLECT, HOW WE USE IT, AND THE MEASURES WE TAKE TO PROTECT IT. BY ACCESSING OR USING OUR WEBSITE, MOBILE APPLICATIONS, AND SERVICES (COLLECTIVELY, THE "SERVICES"), YOU AGREE TO THE COLLECTION, USE, AND SHARING OF YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY.



1. Introduction

Bright Fin Global is a cryptocurrency trading platform that provides users with the tools to buy, sell, and manage digital assets. We take your privacy seriously and are committed to protecting the personal information you provide to us. This Privacy Policy explains our practices regarding the collection, use, and disclosure of personal information when you use our Services.

2. Information We Collect

We may collect the following types of information in the course of providing our Services:

- **Personal Information:** When you create an account, we may ask for personal information, such as your name, email address, phone number, date of birth, and other identifying information necessary for identity verification.
- **Financial Information:** This may include payment details, bank account information, and transaction history necessary to facilitate cryptocurrency purchases, sales, and deposits or withdrawals.
- **Device and Usage Data:** We collect information about your device and how you interact with our platform, such as IP address, browser type, operating system, usage patterns, and activity on our Services.
- **Geolocation Data:** If you have enabled location services, we may collect data regarding your physical location to comply with regulatory requirements and enhance your experience.
- **KYC/AML Data:** As part of our compliance with Know Your Customer (KYC) and Anti-Money Laundering (AML) regulations, we may collect additional identification documents such as government-issued IDs, selfies, proof of address, or other documents required by law.
- **Cookies and Tracking Technologies:** We use cookies, web beacons, and other tracking technologies to improve your experience on our platform, analyze usage, and provide personalized services.



3. How We Use Your Information

We use the information we collect for a variety of purposes, including:

- **To Provide Our Services:** We use your personal information to create and manage your account, process transactions, facilitate cryptocurrency trading, and respond to your inquiries.
- **Compliance with Legal Obligations:** We may use your personal information to comply with legal and regulatory requirements, including KYC and AML laws, and prevent fraudulent activity.
- **Security and Risk Management:** We use your information to detect, prevent, and respond to security incidents, fraud, and other potential risks.
- **Communication:** We may use your contact information to send you updates, transaction confirmations, account notifications, promotional materials, and other important communications.
- **Improve Our Services:** We analyze the information we collect to improve our platform, enhance user experience, and develop new features or services.
- **Marketing:** With your consent, we may use your information to send targeted advertisements, promotional offers, or other marketing communications.

4. Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following situations:

- **Service Providers:** We may share your information with trusted third-party service providers who assist us in operating our platform, processing transactions, conducting KYC/AML checks, and providing other services related to our business.



- **Legal and Regulatory Requirements:** We may disclose your information if required by law, regulation, court order, or governmental request. This includes responding to lawful requests by public authorities, such as to meet national security or law enforcement requirements.
- **Business Transfers:** In the event of a merger, acquisition, or sale of Bright Fin Global, your personal information may be transferred to the acquiring entity as part of the transaction.
- **Third-Party Integrations:** If you choose to connect your Bright Fin Global account with third-party applications or services, we may share certain data with those third parties as necessary to enable the integration.

5. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or for any other legitimate business or legal purposes. After this period, we may delete or anonymize your personal information in accordance with applicable laws and regulations.

6. Data Security

We implement robust technical and organizational measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. These measures include encryption, secure servers, and regular security audits. However, no data transmission over the internet or electronic storage system can be guaranteed 100% secure. We cannot ensure the absolute security of your data, and you use our Services at your own risk.



7. Your Rights and Choices

You have the following rights concerning your personal information:

- **Access and Correction:** You may request access to the personal information we hold about you, and you may update or correct any inaccurate information.
- **Data Deletion:** You may request the deletion of your personal information, subject to legal and regulatory requirements or legitimate business interests that may require us to retain it.
- **Opt-Out of Marketing:** You can opt-out of receiving marketing communications from us by following the unsubscribe instructions in any marketing email we send or by contacting us directly.
- **Data Portability:** You may request a copy of your personal information in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us using the information provided in the “Contact Us” section below.

8. International Data Transfers

Bright Fin Global operates globally, and your personal information may be processed in countries other than the country in which you reside. By using our Services, you consent to the transfer of your personal information to countries with different data protection laws, including the United States and other jurisdictions where our service providers may operate.

9. Children’s Privacy

Our Services are not intended for children under the age of 18, and we do not knowingly collect or solicit personal information from individuals under 18. If we learn that we have collected personal information from a child under the age of 18, we will take steps to delete such information.



10. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. We will notify you of any significant changes by posting the updated policy on our website or through other means of communication. The effective date of the updated policy will be indicated at the top of the page. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

11. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

Bright Fin Global
Email: support@brightfinglobal.com

By using our Services, you acknowledge that you have read, understood, and agree to this Privacy Policy.

