

Privacy Policy

This Privacy Policy explains how ABC Markets LLC (“ABC Markets”, “we”, “us”, “our”) collects, uses, shares and otherwise processes personal data when you visit our website, communicate with us, or use the contact features available on our website.

This Policy should be read together with any cookie notice shown on our website.

1. Who this Policy applies to

This Policy applies to individuals who:

- Visit or interact with our website;
- Contact us (e.g., via contact form, email, phone or other channels);
- Engage with us in a business context (clients, prospects, suppliers, partners, representatives, and their personnel).

2. The personal data we collect

The types of personal data we may collect depend on how you interact with us. We may collect:

2.1 Data you provide to us

- Contact details (such as name, email address, phone number, company name, country).
- Enquiry information (messages you submit, preferred services, and any information you include in your request).
- Business-related details (role/title, organisation details, and other information shared during discussions).

2.2 Data collected automatically when you use the website

- Device and usage data (IP address, browser type, device identifiers, pages viewed, time spent, referring page, approximate location derived from IP).
- Cookie and similar technology data (see “Cookies” section below).

2.3 Data we receive from third parties

Where permitted by law, we may receive information from:

- Business partners, introducers, or professional advisers you ask to connect with us;
- Public sources (e.g., corporate registries, professional networking sites);
- Service providers supporting our website and communications.

Important: Please do not provide sensitive information in the website contact form (e.g., full identity document numbers, full banking details, passwords, or special category data) unless we request it through a secure method.

3. Why we use personal data (purposes)

We process personal data for the following purposes:

- **Responding to enquiries** and communicating with you about your request.
- **Business relationship management**, including onboarding business contacts, maintaining records, and providing administrative support.
- **Improving our website**, measuring performance, troubleshooting, and enhancing user experience.
- **Security and fraud prevention**, including protecting our systems, preventing misuse, and investigating suspicious activity.
- **Compliance with legal obligations** and responding to lawful requests from authorities.
- **Marketing communications** where permitted (see “Marketing” section).

4. Legal bases for processing (GDPR)

Where the GDPR applies, we rely on one or more of the following legal bases:

- **Contract / steps prior to contract:** when processing is necessary to take steps you request or to manage a relationship with you.
- **Legitimate interests:** for example, to operate our business, improve services and website, secure our systems, and communicate with business contacts (balanced against your rights).

- **Consent:** for non-essential cookies and any other activities where consent is required. You can withdraw consent at any time.
- **Legal obligation:** when we must process data to meet regulatory or legal requirements.

5. Cookies and similar technologies

Our website uses cookies and similar technologies. When you first visit, you will see a cookie banner/pop-up that allows you to accept (and where available, manage) cookies.

Cookies may be used to:

- Ensure the website functions properly;
- Remember preferences;
- Understand website usage and improve performance;
- Support analytics and measurement.

You can also control cookies through your browser settings. If you disable cookies, parts of the website may not work as intended.

6. How we share personal data

We may share personal data only as needed for the purposes in this Policy, including with:

- **Service providers** that help us operate the website and communications (e.g., hosting, IT support, email/communications tools).
- **Professional advisers** (lawyers, accountants, auditors, consultants) where necessary for advice or compliance.
- **Business partners / intermediaries** where relevant to your enquiry and with appropriate safeguards.
- **Authorities and regulators** where required by law, court order, or to protect our rights.
- **Corporate transactions:** if we are involved in a merger, acquisition, financing, reorganisation, or sale of assets, your data may be shared subject to confidentiality and lawful safeguards.

We do not sell personal data.

7. International transfers

Because we work with clients and providers in the EU and outside the EU, personal data may be transferred to and processed in countries that may not offer the same level of protection as your home jurisdiction.

Where required by law (including GDPR), we use appropriate safeguards for international transfers, which may include:

- Transfers to countries recognised as providing adequate protection; and/or
- Contractual protections (such as standard contractual clauses) and additional measures as needed.

8. Data retention

We keep personal data only for as long as necessary for the purposes described in this Policy, including to meet legal, accounting, or reporting requirements.

Typical retention periods depend on the context, for example:

- Enquiry and correspondence records may be retained for a reasonable period to manage our relationship and maintain business records.
- Where legal or regulatory obligations apply, we may retain information for longer periods required by law or to establish, exercise, or defend legal claims.

When retention is no longer necessary, we securely delete, anonymise, or archive the data in line with applicable requirements.

9. Security

We use appropriate technical and organisational measures designed to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access.

No method of transmission or storage is 100% secure. You should avoid sending highly confidential information through unencrypted channels.

10. Your rights

Depending on your location and applicable law (including GDPR for EU/EEA individuals), you may have rights including:

- Right of access to your personal data;
- Right to rectification (correct inaccurate data);
- Right to erasure (delete data) in certain cases;
- Right to restriction of processing in certain cases;
- Right to data portability (where applicable);
- Right to object to processing based on legitimate interests;
- Right to withdraw consent at any time (where processing is based on consent);
- Right to lodge a complaint with a supervisory authority (for EU/EEA individuals).

Some rights are subject to limitations and exceptions under applicable law.

To exercise your rights, contact us at: info@abcmarkets.com.

11. Marketing communications

Where permitted by law, we may contact you with updates and information that may be relevant to your business interests.

You can opt out of marketing at any time by:

- Using the unsubscribe option (if provided), or
- Emailing us at info@abcmarkets.com with your request.

Opting out of marketing will not affect non-marketing communications (e.g., responses to enquiries).

12. Third-party links

Our website may include links to third-party websites or services. We are not responsible for the privacy practices of those third parties. You should review their privacy notices before providing personal data.

13. Children

Our website is not intended for children, and we do not knowingly collect personal data from children.

14. Changes to this Policy

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a new effective date. If changes are significant, we may provide additional notice where appropriate.

15. Contact us

If you have questions about this Policy or how we handle personal data, contact us here: info@abcmarkets.com