

Privacy Policy

We are committed to protecting your privacy and maintaining the security of any personal information that we receive from you.

What is the purpose of this policy?

The purpose of this policy is to explain to you what personal information we collect and how we and our associated companies may use it. Companies are associated with us if they are our subsidiaries or we are both subsidiaries of the same corporate entity. We are the controller of any personal information that you provide to us, which means that we decide the purposes and means of the processing of that personal information.

How do we obtain and store your personal information?

- We obtain your personal information through applications, emails, letters, telephone calls, text messages, cookies, and conversations when you register in our services and work with them (including the personal information gained when you use our learning tools, demo accounts, and trading simulators).
- We may monitor or record phone calls with you and monitor (and maintain a record of) all emails and electronic communications we send or receive.
- We follow strict security procedures in the storage and disclosure of the personal information that you have given to us to prevent unauthorised access.

What types of personal information do we collect and process?

We may process the following types of personal information:

- Name
- Contact details including email details and phone numbers
- Age or date of birth
- Gender
- Occupation
- Income
- Trading Knowledge and Experience
- Username and Password
- Information related to your trading account including your account history, activity, and orders
- Phone device type
- Operating System
- Device ID
- Cookie ID
- Google 360 ID

- GUID
- Information about your use of our services, products, and facilities (including information gained when you use our learning tools, demo accounts, and trading simulators)
- Bank account number
- Sort code
- Passport number
- Marital status
- Usage data

How do we check your identity?

To comply with money laundering regulations, we need to confirm the name and address of our clients and certain third parties. We may ask you to provide physical forms of identity verification when you open your account. Alternatively, we may use a credit reference agency to verify your identity. Our search is not seen or used by lenders to assess your ability to obtain credit. Our search is conducted with the use of all necessary security measures in order to make sure that the personal information we get is strictly confidential, and unauthorised parties cannot access it.

How do we use your personal information?

As well as checking your identity, the personal information we hold may be used for:

- Considering any of your applications
- Carrying out risk assessments
- Complying with our legal and regulatory obligations
- Performing our obligations under any contract we have with you
- Administering our relationship with you including resolving queries or issues
- Establishing and managing your account
- Reviewing your ongoing needs
- Providing you with the information, products and services that you request from us
- Checking your instructions to us
- Investigating any complaint you may make
- Providing evidence in any dispute or anticipated dispute between you and us
- Recovering amounts payable
- Training our staff
- Enhancing our customer service and products
- Undertaking product development and analysis
- Detecting or preventing fraud or other crimes
- Analytics with the help of the following services of Google Inc. and Facebook Inc.

Cookies

Cookies are small bits of data stored on a web browser when you visit a website for the first time. If you visit that website again in the future, the storage of cookies on your browser enables the website to remember how you browsed through it the first time. For example, it can remember your username and password. Cookies are used on this website in order to offer our users a more customized browsing experience.

If you do not agree to our Cookie Policy you can disable Cookies and still access our website normally.

Security & Protection

Hexo Firm is committed to safeguarding your Personal Data by adhering to strict security standards and using the most up to date security technologies.