



# Privacy Policy

## More Than Trading

PU Prime (PTY) Ltd

**Email:** [info@puprime.co.za](mailto:info@puprime.co.za)

**Web:** [www.puprime.co.za](http://www.puprime.co.za)

**Address:** 37 Harley Street Ferndale, Randburg 2149 Gauteng

PU Prime is a business name of PU Prime (PTY) Ltd (the "Company", "us", "we", "our", "ours" or "ourselves" as appropriate), an authorised Financial Service Provider ("FSP") registered and regulated by the Financial Sector Conduct Authority ("FSCA") of South Africa under licence number 52218 and located at 37 Harley Street Ferndale, Randburg 2149 Gauteng.

This privacy statement covers the website [www.puprime.co.za](http://www.puprime.co.za), and any other related websites that are registered and operated by PU Prime.

### **Application**

In order to open an account with PU Prime, you must first complete and send the application form attaching the required documents. By completing the application form, you are requested to give private information in order to enable PU Prime to evaluate your application and comply with Laws and Regulations governing the provision of services. This information is also used to contact you about trading services.

PU Prime shall not disclose to a third party, any of its clients' confidential information unless required to do so by an authority of a competent jurisdiction; 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 the Firm's marketing; as a result, some or all of the clients' personal data may be disclosed on an anonymous and aggregated basis only.

### **Agents**

We use card processing companies for your deposits and withdrawals to and you're your account. These companies do not retain, share, store or use personally identifiable information for any other purposes.

### **Privacy**

Website tracking systems may also collect data detailing the pages you have accessed, how you discovered this website, the frequency of visits and so on. When you visit our website, we can view your IP address. However, your IP address does not identify you as a user, but merely the general area of where you live. The information we obtain is used to improve the content of our website and may 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**

If you no longer wish to receive any promotional communications, you may opt-out of receiving them by following the instructions included in each communication.

You will be notified when your personal information is collected by any third party that is not our agent/service provider, so you can make an informed choice as to whether or not to share your information with that party.

**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 do link the information we store in cookies to any personally identifiable information you submit while on our website.

We may use both session ID cookies and persistent cookies. A session ID cookie does not expire when you close your browser. A persistent cookie remains on your hard drive for an extended period. You can remove persistent cookies by following 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.

**Security and Protection of your personal information**

The personal information that you provide in connection with registering yourself as a user of the website or of the services is classified as Registration Information. Registration Information is safely stored on secure servers that only authorised personnel have access to via password. PU Prime encrypts all personal information as it is transferred to PU Prime and thus makes all necessary effort 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 cannot be online accessible by you; therefore, no password shall be selected to view or modify this information.

**Access to Personally Identifiable Information**

PU Prime does not license, lease or otherwise disclose your personal information to any affiliate or third party for any reason, unless the law requires it, or the information is a subject

of transfer agreement. If your personally identifiable information changes, you must inform us by emailing our Backoffice team at [info@puprime.com](mailto:info@puprime.com) or by contacting us by telephone, fax or postal mail at the contact information listed below or on the website.

**Legal Disclaimer**

We reserve the right to disclose your personally identifiable 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 don't have access to or control over. We will not be liable for unlawful or unauthorised use of your personal information due to misuse or misplacement of your passwords, negligent or malicious, however contacted.

**Changes in this Privacy Statement**

If we decide to change our privacy policy, we will post those changes to this privacy statement, 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 statement 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.