

# Privacy Policy

Your privacy on the internet is very important to us. The success of our business depends upon our ability to maintain the trust of our clients. As part of the operation of Permanent Belief forexLimited (“PB Markets”) we gather certain types of information about PB Markets users, and we would like to explain the types of information we gather, what we do with it and how you can correct or change the information. Please note that this policy applies only to PB Markets and not to other companies or organisations to which we link.

## Information collected by PB Markets

PB Markets collects two types of information from our users:

- **Personal information, such as names, addresses, email addresses etc., and**
- **Traffic pattern information on PB Markets**

Personal information is collected when our users provide personal information to PB Markets upon registering for membership or when applying on-line for an account. We will limit the collection of personal information to what is necessary to administer our business in an effort to provide you with superior service.

Traffic pattern information includes information on which pages users access or visit, and how many users log into PB Markets on a daily basis. This kind of information is only used in its aggregated form.

All practical steps will be taken to ensure that the personal information collected will not be kept longer than necessary and that PB Markets shall comply with all statutory and regulatory requirements in Hong Kong in respect of the collection and/or retention and/or use of personal data and/or information.

### **Use of cookies**

PB Markets uses cookies to collect information. A cookie is a small data file that most major web sites write to your hard disk for record keeping purposes when you visit them. Cookies allow PB Markets to measure activity on the website and to improve your user experience, for example by remembering your passwords and viewing preferences, thus allowing you to visit various member-only parts of the website without re-registering. Cookies are also used by PB Markets to measure activity on the website and make improvements and updates based on which areas are popular and which are not.

PB Markets does not use cookies to retrieve information which was not originally sent in a cookie. PB Markets does not use information transferred through cookies for any direct promotional or marketing purposes without your consent.

## **Use of information collected by PB Markets**

PB Markets uses both the personal and aggregated information that we collect for multiple purposes.

### **The information is used:**

- **To improve the content of the website**
- **To customise the content and/or the layout of the website for each individual user**
- **To notify users about updates to the website**
- **To send out newsletters or information about other opportunities that we believe will be of interest to you We will only send this to you if you have indicated that you wish to receive such information and we will honour you opt-out requests**

PB Markets may share traffic pattern information with third parties for both advertising and promotional purposes.

PB Markets does not share your personal information with any third parties.

PB Markets may also disclose personal information when we believe in good faith that disclosure is legally required, or in order to protect our rights.

Please read the following: "Notice to Customer Relating to the Personal Data Privacy Ordinance"