

PRIVACY POLICY

WE ENCOURAGE YOU TO READ THIS POLICY CAREFULLY BEFORE USING THE WEBSITE AND SERVICES.

At Believe551 Ltd., a company incorporated and acting under the laws of the Republic of Seychelles ("Website", "Service", "Believe", "Company," "ourselves", "we" or "us") we are committed to safeguarding your ("you" or "your") personal information. This Privacy Policy (the "Privacy Policy" or "Policy") explains how we collect, use, disclose, and protect your data in compliance with applicable data protection laws and regulations. We value your privacy and strive to ensure that your personal information is handled in a secure and responsible manner. By using our services, you agree to the terms outlined in this policy.

For the purpose of this Policy, Personal Information shall refer to information supplied by you from which your identity may be directly or indirectly determined.

By registering and using our website and services (the "Website" and "Services"), you agree that your Personal Information will be handled as described in this Policy and the Terms and Conditions applicable to the Website and Services (the "Terms and Conditions"); capitalized terms used herein shall have the same meaning as set forth in the Terms and Conditions.

We may change this Policy at any time without any notice, effective upon its posting on the Website and updating the "last updated" date. Your continued use of the Website and services shall be considered your acceptance to the revised AML/KYC Policy.

WHAT INFORMATION WE COLLECT

We may collect the following types of information:

Personal Information: Information that can be used to identify you, such as: your name (first name and last name), date of Birth, nationality, place of birth, E-mail address, telephone number, physical address (optional), country, tax number, passport or ID Number, social security number, driver's license details, photograph identification cards, photo with identification cards, bank account details.

Even if we didn't collect such information during the registration process, we reserve the right to request it after you start using the Services.

Non-personal Information: Information that cannot be used to identify you, such as anonymous usage data, general demographic information, referring/exit pages, and URLs, platform types, preferences you submit, your timezone, your Internet Protocol (IP) address, your device screen resolution, your browser type, language, plug-ins, Internet domain, type of

device and operating system, and preferences generated based on the data you submit and number of clicks.

HOW WE COLLECT INFORMATION

We collect Information in the following ways:

Directly from you: Means you provide such information to us when you create an account, fill out requested forms, subscribe to our newsletter, or contact us.

Automatically: When you use our services, we may collect information through cookies, web beacons, log files, and other technologies.

Additional information related to how we use cookies and other tracking technologies and how to control them can be found in our Cookie Policy <https://believe.exchange/cookie-policy>.

HOW WE USE YOUR INFORMATION

We use your information including your Personal Information, for the following purposes:

To provide our Services to you, to facilitate communications and transactions on the Website, to communicate with you about your use of our Website, to respond to your inquiries, to fulfill your orders, and for other customer service purposes;

To tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using our Website and Services;

To better understand how users access and use the Website and Services, both on an aggregated and individualized basis, in order to improve our Website and respond to user desires and preferences, and for other research and analytical purposes;

For marketing and promotional purposes. For example, we may use your information, such as your email address registered with us, to send you news and newsletters, special offers, and promotions, to conduct sweepstakes and contests, or to otherwise contact you about Services or information we think may interest you;

For any other purposes disclosed to you at the time we collect your Personal Information.

HOW WE SHARE YOUR INFORMATION

Affiliates: We may disclose the information we collect from you to our affiliates or subsidiaries solely for the purpose of providing the Website or related services including subsite services

to you; however, if we do so, their use and disclosure of your personally identifiable information will be maintained by such affiliates and subsidiaries in accordance with this Policy.

Service Providers: We may disclose the information we collect from you to third-party vendors, service providers, contractors or agents who perform functions on our behalf, provided such third parties have agreed to only use such information to provide services to us.

Business Transfers: If we are in negotiations with, or are acquired by or merged with another company or entity, if substantially all of our assets are transferred to another company or entity, or as part of a bankruptcy proceeding, we may transfer the information we have collected from you to the other company or entity.

In Response to Legal Process: We also may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a subpoena.

To Protect Us and Others: We also may disclose the information we collect from you if we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms and Conditions or this Policy, or as evidence in litigation in which we are involved.

Aggregate and De-Identified Information: We may collect, process, analyze and share aggregate or de-identified information about users with third parties and publicly for product development, marketing, advertising, research or similar purposes.

SECURITY OF INFORMATION

We take the security of your Personal Information very seriously and use a variety of industry-standard security technologies and procedures to help protect your Personal Information from unauthorized access, use, or disclosure. These measures include, but are not limited to:

Data Encryption: We use encryption technologies to protect your data during transmission and while it is stored.

Access Controls: We limit access to your Personal Information to authorized employees and contractors who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations.

Secure Storage: We store your Personal Information in secure environments that are protected from unauthorized access, use, or disclosure.

Regular Audits: We perform regular audits and assessments of our security systems and processes to ensure they meet current industry standards and best practices.

Incident Response: We have a comprehensive incident response plan to address any security breaches quickly and effectively.

Employee Training: We provide regular training to our employees on data protection and privacy practices to ensure they understand and comply with our security policies and procedures.

Despite these measures, please be aware that no security measures are perfect or impenetrable, and we cannot guarantee the absolute security of your Personal Information. In the event of a security breach, we will promptly notify you and the appropriate authorities as required by law.

YOUR RIGHTS

As a data subject, you have certain rights regarding your Personal Information under applicable data protection laws. These rights include:

Right to Access: You have the right to request access to the Personal Information we hold about you, including information on how we use and share it.

Right to Rectification: You have the right to request the correction of any inaccurate or incomplete Personal Information we hold about you.

Right to Erasure: You have the right to request the deletion of your Personal Information under certain circumstances, such as when it is no longer necessary for the purposes for which it was collected, or you withdraw your consent.

Right to Restrict Processing: You have the right to request the restriction of processing your Personal Information under certain conditions, such as when you contest the accuracy of the data or object to our processing.

Right to Data Portability: You have the right to request the transfer of your Personal Information to another data controller, where feasible, in a structured, commonly used, and machine-readable format.

Right to Object: You have the right to object to the processing of your Personal Information based on legitimate interests, including profiling, and direct marketing purposes.

Right to Withdraw Consent: If we process your Personal Information based on your consent, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on consent before its withdrawal.

Right to Lodge a Complaint: You have the right to lodge a complaint with a supervisory authority if you believe that our processing of your Personal Information violates data protection laws.

To exercise any of these rights, please contact us at cooperation@believe.exchange. We will respond to your request in accordance with applicable data protection laws. Please note that we may need to verify your identity before fulfilling your request.

PERSONS UNDER 18

We do not knowingly collect or store any Personal Information from or about children under the age of 18. If you believe a child under the age of 18 has under any circumstances provided us with their Personal Information and data, ask a parent or legal guardian of that child to contact us using the contact details referred to in the “Contact Us” section of this Privacy Policy and request to delete their children’s information from our records.

ENFORCEMENT AND LIABILITY

We are committed to ensuring compliance with this Privacy Policy and applicable data protection laws. If you believe your privacy rights have been violated, please contact us at cooperation@believe.exchange. We will investigate your complaint, take appropriate action and report back to you within 30 days.

With respect to complaints concerning Personal Information that is transferred from the EU, we have agreed to participate in the dispute resolution procedures of the EU Data Protection Authorities. We will cooperate with the appropriate EU Data Protection Authorities during investigation and resolution of complaints concerning Personal Information that is transferred from the EU.

The resource mechanisms are available at no cost to you. Damages may be awarded in accordance with applicable law.

Under certain conditions, if you are not satisfied with the above recourse mechanism, you may be able to invoke binding arbitration.

CONTACT US

Should you have any inquiries or complaints, you may contact us:

By email: cooperation@believe.exchange

Updated: 23 of December, 2024