FINEFLIX Privacy terms

foreword

Welcome to FINEFLIX Financial Services. FINEFLIX Know the importance of your personal information and are committed to protecting your privacy while using our services. This Privacy clause is to detail you the ways and rules by which we collect, use, store, share and protect your personal information. Please read and understand this Privacy Terms carefully before using our services. If you have any questions or suggestions about this Privacy Terms, please feel free to contact us.

1. definition

Personal information: refers to any information recorded in electronic or other means that can identify the identity of a specific natural person or reflect the activities of a specific natural person or the activities of a specific natural person.

Sensitive personal information: refers to once the leak, illegal provision or abuse may harm personal and property safety, easily lead to personal reputation, physical and mental health damage or discriminatory treatment, such as personal information, including but not limited to identification number, personal biometric identification information, bank account, communication records and content, property information, transaction information, health physiological information, track, etc.

FINEFLIX Services: refers to the comprehensive financial services provided to you, including but not limited to securities trading services, digital currency related financial services, market research reports, investment advice and so on.

User: An individual or entity using the FINEFLIX Services.二、信息收集

(1) Type of information collected

Registration and Account Information: When you register as an FINEFLIX user, we collect your name, phone number, email address, user name and password to create and manage your account and ensure that you can safely use our services safely.

Authentication information: In order to comply with laws, regulations and regulatory requirements and ensure transaction security, we may collect your ID card information (such as ID card, passport, etc.), facial recognition information or other biometric information for authentication. This helps prevent fraud and protect your account and funds.

Transaction and Investment information: When you use our financial services to trade (such as stock, bond trading, digital currency trading, etc.), we will collect your transaction records, including trading time, trading object, transaction amount, portfolio information, etc. At the same time, we will also collect your investment preference, risk tolerance assessment information, so as to provide you with investment products and suggestions more in line with your needs.

Device and Network information: When you use FINEFLIX's application or website, we will automatically collect your device information, such as device model, operating system version, unique device identifier (such as IMEI, MAC address), browser type, etc. We will also collect your network information, including IP address, network connection status, etc., to optimize service performance, ensure service security, and analyze user behavior.

Communication and Interaction Information: If you communicate with our customer service team, whether by phone, email, online chat or otherwise, we will record your communication content to better solve your problems, provide service support and improve the quality of our services. In addition, if you participate in community discussions, making comments and other interactive activities on our platform, we will also collect relevant interactive information.

(2) The way of collecting information

Direct collection: We will directly collect the above information from you during the process of your account registration, identity authentication, using financial services, and communicating with our customer service.

Indirect collection: We will automatically collect some information, such as device and network information, through the devices and applications that you use. In addition, we may obtain your information from third party partners (such as authentication agencies, data providers, etc.), but we will only proceed when legal, legitimate and necessary, and ensure that third parties comply with strict data protection regulations.

3. Information use

(1) Providing services

We use the information collected to provide and maintain various FINEFLIX financial services, including but not limited to account management, transaction execution, investment advice provision, market research report push, etc. For example, screen and recommend appropriate investment products, according to your investment preference and risk tolerance, and use your transaction records and market data to generate personalized investment analysis reports.

We will use your authentication information to secure your account and prevent unauthorized access and fraud. At the same time, by analyzing your device and network information, we can optimize the performance and stability of the service, to provide you with a smoother use experience.

(2) Improve services

We will analyze the collected user behavior data and feedback information to understand the users' usage habits and needs, so as to improve our service functions, interface design and user experience. For example, optimize the product display and recommendation algorithm according to users' attention and transaction frequency of different types of financial products; by analyzing the problems encountered by users, timely fix the system vulnerabilities and improve the service process.

We will also use data analysis to conduct market trend research and prediction to provide the basis for our business development strategy, so as to better meet the market demand and provide you with more forward-looking financial services.

(3) Personalized marketing and promotion

After obtaining your consent, we may use your personal information to send you personalized marketing information, including but not limited to financial product recommendations, notice of preferential activities, industry information, etc. We will customize exclusive marketing content for you according to your investment preferences, transaction history and other information, to improve the pertinacity and effectiveness of marketing.

We may carry out marketing activities with third party partners to provide part of your information (such as name, contact information and other necessary information) to third party partners in accordance with laws, regulations and this privacy terms, so that they can provide you with relevant product or service promotion information. However, we will require the third-party partners to strictly comply with the data protection regulations to protect your personal information security.

(4) Compliance with laws, regulations and regulatory requirements

We will use your information to comply with applicable laws and regulations, regulatory requirements, and industry norms. For example, reporting transaction data to regulators, cooperating with anti-money laundering investigations, conducting investor suitability management, etc. This is to ensure that our business activities are legal and compliant, and to maintain the stability and fairness of the financial markets.

1. storing of information

(I) Storage location

We will store the personal information you collect on a server located at [the specific storage location]. We take strict physical, technical and management measures to ensure the security of the server and prevent the information from unauthorized access, leakage, tampering or damage. In some cases, we may store some of our information in other countries or regions, but we will ensure that these storage sites also have adequate data protection and comply with applicable laws and regulations.

(2) Storage period

We will determine a reasonable storage period for personal information according to the need to provide you as well as laws, regulations and regulatory requirements. Generally, we will keep your information during your use of the FINEFLIX service and after it ends. For example, for transaction records, we may keep [X] years for audit, inquiry and dispute settlement in accordance with relevant laws and regulations.

For personal information that exceeds the storage period, we will safely delete or anonymize it in accordance with relevant laws and regulations and internal company regulations, so that it can no longer identify your personal identity.

5. information sharing

(1) Internal sharing

In order to achieve FINEFLIX&#039;s business objectives and provide you with more comprehensive and efficient services, we may share your personal information among different departments and affiliates within the company. For example, customer service may need to access your account information and transactions to resolve your problem; risk management may need to use your authentication information and transaction data for risk assessment and monitoring. However, we will ensure that the internal sharing follows strict information security and confidentiality regulations, and only shares the necessary information, and we will conduct strict authority management for the personnel who receive the information.

(2) Third-party sharing

Service Provider: We may work with third-party service providers to provide us with certain services, such as technical support, data storage, payment processing, authentication, etc. In this case, we will share your personal information necessary to provide services with a third-party service provider. For example, we may provide your payment information to the payment processing agency to complete the transaction payment, and provide your authentication information to a professional authentication service provider to ensure the accuracy and security of the authentication. We will enter into strict data protection agreements with third-party service providers to comply with applicable laws and regulations, take reasonable security measures to protect your personal information, and use your information only for the purpose of serving us.

Partners: In accordance with laws and regulations and your consent, we may share your personal information with financial institutions, investment institutions, data providers and other partners to carry out joint marketing activities and provide richer financial products and services. For example, we may share information about your investment preferences and risk tolerance with our partners to jointly develop customized investment products for you. However, we will strictly screen and evaluate our partners to ensure that they have good data protection capabilities and credibility, and obtain your explicit consent before sharing information.

VI. Information security

(1) Safety measures

Technical measures: We have adopted a variety of advanced technical means to protect your personal information security. For example, we use encryption technology to encrypt sensitive information transmitted and stored to prevent information from being stolen or tampered during the transmission and storage; use network security equipment such as firewall and intrusion detection system to prevent the illegal external network access; and regularly scan and repair security vulnerabilities of the system to ensure the security of the system.

Management measures: We have established a sound information security management system and process, conduct strict information security training for employees, and improve their awareness of information security. We strictly manage employees to access and use your personal information, only authorized employees can access and process your information, and employees must comply with the company's information security regulations when processing the information.

Emergency response measures: We have formulated an emergency plan for information security incidents. Once an information security incident occurs, we can quickly start the emergency plan and take measures to reduce the impact of the incident. We will report information security incidents to you and relevant regulatory authorities in time, and cooperate with relevant departments for investigation and processing.

(2) Safety responsibility

We assume the main responsibility for your personal information security, and are committed to constantly improving the level of information security protection. If your personal information is leaked, tampered with or lost due to our reasons, we will bear the corresponding legal responsibility according to law and take measures to reduce your loss. At the same time, we encourage you to take some security measures to protect your account security, such as setting a strong password, changing passwords regularly, not easily disclosing account information to others, etc.

Vii. User rights

(1) Access rights

You have the right to access your personal information on the FINEFLIX platform at any time, including account information, transaction records, investment preferences, etc. You can view and obtain your personal information in the account Settings or related function modules by logging into the FINEFLIX app or website. If you find that your personal information is inaccurate or incomplete, you have the right to request us to make corrections or supplements.

(2) The right to correct

If you find errors or inaccuracy in your personal information that we collect or store, you may request us for correction. You can contact our customer service team to provide relevant evidence and instructions, and we will correct your personal information in a timely manner after verification.

(3) The right to delete

You have the right to ask us to delete your personal information. For example, if we collect your information in violation of the laws and regulations, or if you no longer use our services and request to delete your information, you may request us to delete it. After receiving the request, we will delete your personal information in time according to laws and regulations and internal regulations. Please note however that in some cases we may need to retain part of the information in accordance with legal and regulatory requirements or business needs.

(4) the right to withdraw the consent

If you previously agree to us to collect, use or share some of your personal information, you have the right to withdraw your consent at any time. You can contact our customers by changing the application settings

(5) The right to complain

If you have any questions, comments or complaints about our privacy protection measures or personal information processing behavior, you can contact our customer service team at any time. We will handle your complaint promptly and reply to you within a reasonable time. If you are not satisfied with our handling results, you can also complain to the relevant regulatory authorities.

VIII. Changes of Privacy terms

We may make changes to this privacy clause in accordance with the changes in laws and regulations, the needs of business development or other reasonable reasons. The changed privacy terms will be posted on the FINEFLIX app or website and will notify you in an appropriate manner, such as push notifications, pop-up prompts, etc. If you continue to use our Services, you mean that you agree to accept the changed Privacy clause. If you do not agree to the changed Privacy Clause, you may stop using our Services and require us to delete your personal information as required by this Privacy Clause.

FINEFLIX Dedicated to protecting your privacy, to provide you with secure and reliable financial services. We will continue to work hard to improve the level of privacy protection to ensure that your personal information is properly protected and handled.