



ENDCHAIN, LTD.

PRIVACY POLICY

Last updated: August 26, 2018

This Privacy Policy (“Policy”) explains how EndChain, Ltd., a Hong Kong SAR entity (“EndChain”, “Company”, “us,” “we” or “our”), collects, uses, stores, shares, and protects your information whenever you use www.EndChain.io (including all and any subdomains, collectively, the “Website”), or services located at or provided on the Website (“Services”).

Should you disagree with any provision of this Policy you shall cease using the Website or any Services immediately. If you are using Services on behalf of any entity, you acknowledge this Policy on such entity’s behalf and that you have the authorization to make such acknowledgement on behalf of such entity.

This Policy applies to all visitors, users and others who access or use the Website or Services. We may periodically post changes to this Privacy Policy on this page, and it is your responsibility to review this Privacy Policy frequently and we encourage you to visit this page often. When required by law, we will notify you of any changes to this Privacy Policy. Any change to this Policy will be effective immediately upon such notice and apply to any ongoing or subsequent use of the Website and Services. Should you not agree with such changes please immediately refrain from accessing or using of Website and Services.

The processing of your personal data in relation to your use of the Website and/or use of Services will be subject to this Policy. If you disagree with any part of this Policy, then you may not access the Website and/or use the Services.

1. Information and data collection

We collect information sent to us through your computer, mobile phone, or other access device. This information may include your IP address, device information including, but not limited to, identifier, device name and type, operating system, location, mobile network information, and standard web log information, such as your browser type, traffic to and from our site, and the pages you accessed on our website as well as other information that may be collected by Company and/or third parties’ services implemented on the Website. In addition, when you are using the Website and/or Services, you may provide your personal data and information voluntarily, including but not limited to your name, residential address, email address.

2. User Account Setup and Use

To use Website and/or Services you may set up a personal account or fill a form and provide your personal data and information such as name and email address to secure your access to your account. Company may require you to provide additional information to verify your identity, address, source of funds or any other information in your account, such as your date of birth, copy of ID, citizenship, country of residence, and other information directly or through a third party. You are responsible for the validity of information. You are entitled to review, correct, or amend your personal information, or to delete that information where it is inaccurate, and you may do so at any time by logging in to your account. If you cancel or delete your account, Company may keep your information in its database. This may be necessary to deter fraud. However, if you close your account, your personally identifiable information will not be used by Company for any further purposes, nor sold or shared with the third parties, except as necessary to prevent fraud or money laundering and assist law enforcement in accordance with this Policy.

3. How We Use Cookies

When you access our website or content or use our application or services, we or companies we work with may place small data files called cookies or pixel tags on your computer or other device. We use these technologies to recognize you as customer, customize services, content and advertising as well as collect information about your device to mitigate risk of fraud.

4. Use of Log Files

Company may use the log files to collect your Internet protocol (IP) addresses, type of browser, Internet Service Provider (ISP), date/time stamp, referring/exit pages, other technical information and number of clicks. This helps to analyze your activity on the Website, collect geographic and demographic information, and evaluate content of the Website. Information collected from log files is not personally identifiable.

5. Storing, Using and Sharing Your Data and Information

Company will store your personal information in its database. Company may contract third parties to store your personal information.

Data collected from cookies, newsletter subscriptions and other means may be used in providing marketing information to individuals. Such marketing information composes of text, video or graphical advertisements to communicate products and services, as well as events, milestones and announcements that may be of interest to the recipient. The recipient has the right and the ability to discontinue receipt of these advertisements by deleting cookies on his/her browser, requesting amendment or deletion of recorded data, and/or unsubscribing from the newsletter.

Aggregated data may be collected to assess web site visits and monitor visitor traffic activity before and after promotional campaigns are run, or to assess maintenance requirements of server infrastructure such as upgrades and increased capacity. This data will be non-personalized, that is to say, not directly attributable to individual(s), but may contain contextual information such as country of IP address, timestamp, and uniqueness.

Company may share your personal information with:

- (a) third parties who provide services to Company for storing your personal information, fraud prevention, marketing and technology, services of a sale; such third parties are bound by contracts with confidentiality and non-disclosure clauses and may not use your personal information for any reason other than specified in this Policy;
- (b) escrow or any other processor of your payment;
- (c) third parties who provide services to Company for KYC/AML processes;
- (d) law enforcement, government officials, or other third parties when Company is required to provide your personal information by law, subpoena or court order;
- (e) parent and/or subsidiary and/or affiliated company;
- (f) third party identification services providers for fraud prevention and to comply with anti-money laundering and know your customer regulations;
- (g) law enforcement, government officials, or other third parties if
 - (i) we are compelled to do so by a governmental order or by law; or
 - (ii) we believe in good faith that the disclosure of personal information is necessary to prevent physical harm or financial loss, to report suspected illegal activity or to investigate violations of our terms;
- (h) other third parties with your consent or direction to do so.

6. Data and Information Protection

Company takes all reasonable security, administrative and technical measures to protect the security of data or information communicated to Company through Website and Services. However, transmission of data or information over the Internet or other public accessible networks is not one hundred percent secure. Company shall not be liable for the security of any data or information you are transmitting over the Internet.

7. Severability

In the event any provision of this Policy is found to be invalid, illegal, or unenforceable the remaining provisions of this Policy shall nevertheless be binding you with the same effect as though the void and unenforceable part had been severed and deleted.

Contact Us

If you have questions or concerns regarding this policy, or if you have a complaint, you should email us at support@endchain.io