

Trendapy Privacy Policy

Introduction Trendapy ("Company", "we", "us" or "our") operates the website located at trendapy.com and the related service portal at app.trendapy.com (together, the "Service"). We respect your privacy and are committed to protecting your personal data. This Privacy Policy describes how we collect, use, store and share personal data when you visit or use our Service. It also explains your privacy rights and how the law protects you. The Company is located in the United Kingdom and complies with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Data (Use and Access) Act 2025. In this Privacy Policy, "personal data" means any information relating to an identified or identifiable natural person. Please read this Privacy Policy carefully. By accessing or using the Service, you acknowledge that you have read, understood and agree to the terms of this Policy. If you do not agree with any aspect of this Policy, please discontinue use of the Service.

Acceptance By interacting with us, submitting information or registering for an account on our Service, you agree that your personal data will be processed in accordance with this Privacy Policy. If you provide data relating to another person, you confirm that you have their permission to do so.

Personal Data We Collect We collect only the minimum personal data necessary to provide the Service. Depending on your interaction with us, we may collect:

- Account and profile information: email addresses, passwords, blockchain wallet addresses and other credentials you use to access the Service.
- Payment and transaction information: transaction identifiers and subscription plan details. We do not collect or store your full name, billing address or complete credit/debit card numbers; this information is processed by our payment processors.
- Contact information: usernames or identifiers on third-party messaging services (for example, Telegram or Discord) when you choose to share them.
- Technical and usage data: information about how you interact with the Service, such as IP addresses, device identifiers, browser type, clickstream data and usage patterns. We use this information to improve our Service and ensure security.
- Marketing and communications data: your preferences for receiving marketing messages from us and your communication history with our support team. We may also collect personal data from publicly available sources, social media platforms and blockchain data about transaction histories associated with wallet addresses. Do not provide another person's personal data unless you have their consent to do so.

Purposes and Legal Bases for Processing We process your personal data for the following purposes and under the legal bases permitted by the UK GDPR and related legislation:

- To provide our Service and fulfil our contractual obligations. We use account, profile and transaction data to manage your subscription and provide the features you have requested.
- To develop and improve our Service. We analyse usage data (aggregated or de-identified where possible) to understand user behaviour, troubleshoot issues and enhance our products.
- To communicate with you. We send service-related notices, respond to your enquiries and may send marketing messages where we have your consent or a legitimate interest. You can opt out of marketing communications at any time.
- To comply with legal obligations. We may process your data to meet regulatory requirements, respond to lawful requests from authorities or enforce our terms.
- To protect our legitimate interests. We may process data to detect and prevent fraud, defend legal claims and ensure the security of our Service.

Cookies and Similar Technologies We use cookies and similar technologies to operate and personalise the Service and to understand how visitors use it. Essential cookies enable core functionality such as authentication and security. Optional cookies help us tailor content and measure performance. Where required by law, we obtain your consent before

setting non-essential cookies. You can manage your cookie preferences within your browser settings or through the cookie banner on our website.

Data Retention We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for legal, accounting or reporting requirements. For example, we keep account information for as long as your subscription remains active and for a reasonable period thereafter in case of disputes. Technical and usage data may be retained in aggregated or anonymised form.

Security Measures We implement appropriate technical and organisational measures designed to protect your personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access. However, no method of transmission over the internet or electronic storage is completely secure. If you believe that your account or interaction with us is no longer secure, please contact us immediately.

International Transfers Our Service is hosted in the United Kingdom, but some of our service providers may operate in other jurisdictions. Where personal data is transferred outside the UK or European Economic Area, we ensure that appropriate safeguards are in place, such as standard contractual clauses or adequacy decisions, to protect your rights.

Your Rights Under data protection law, you have the following rights (subject to conditions and exceptions):

- **Right to be informed:** You have the right to clear information about how we collect and use your personal data.
- **Right of access:** You can request a copy of the personal data we hold about you.
- **Right to rectification:** You can ask us to correct inaccurate or incomplete personal data.
- **Right to erasure:** In certain circumstances, you can request that we delete your personal data.
- **Right to restrict processing:** You can ask us to suspend the processing of your personal data.
- **Right to data portability:** You can request that we transfer your personal data to you or another organisation.
- **Right to object:** You can object to processing that is based on our legitimate interests or direct marketing.

To exercise any of these rights, please contact us using the details below. We may need to verify your identity before responding. We aim to respond within one month, but this period may be extended where legally permissible.

Children's Privacy Our Service is not directed to children under 13 years of age, and we do not knowingly collect personal data from children. If you are a parent or guardian and believe we have collected personal data from a child, please contact us so we can delete the information.

Third-Party Links and Services The Service may contain links to third-party websites or services. We are not responsible for the privacy practices of those third parties. We encourage you to read their privacy notices before providing them with personal data.

Changes to This Privacy Policy We may update this Privacy Policy from time to time to reflect changes in law or our practices. When we make changes, we will revise the "Last updated" date and may notify you via email or other appropriate means. Your continued use of the Service after any changes have been made constitutes your acceptance of the revised policy.

Contact Us If you have any questions, concerns or requests regarding this Privacy Policy or our handling of your personal data, please contact us at:

support@trendapy.com