

# **Key Way Markets Limited**

(Trade name “**CAPEX.com**”)

(FSRA License no 190005 - Category 3A)

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## **Privacy and Cookies Policy**

(PCP)

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**January 2021 v3.0**

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**KEY WAY MARKETS LTD** (“the Company”) operating trade name “CAPEX”.com, is incorporated in Abu Dhabi Global Market (ADGM) and licensed and regulated by the ADGM Financial Services Regulatory Authority (License no. 190005) of the United Arab Emirates and has its registered office at Al Sila Tower, 21st Floor, Office No. 2, ADGM Square, Al Maryah Island, Abu Dhabi, UAE.

**KEY WAY MARKETS LTD** is committed to protect individuals’ personal data in line with the requirements of applicable law.

**KEY WAY MARKETS LTD** commitment applies to all individuals whose personal data the Company may process. “Personal Data” means any information relating to an identified or identifiable natural person. The Company acts as a controller in relation to such personal data.

This Privacy Policy or Notice describes what types of personal data we collect about you when you choose to use our services, how we will use your personal data, when and with whom we share it and how we will keep it safe. It also details your rights in respect of our processing of your personal information and how you may exercise them. Please take the time to read and understand this policy.

We may make changes to this Notice from time to time and it is important that you check this Notice for any updates. Any personal information we hold will be governed by our current privacy notice. If we make changes that we consider to be important, we will communicate them to you by email at the email address provided by you during the collection of personal data.

Please note that this notice is addressed to customers and potential customers.

## 1. Personal Data that we may collect:

The Company may collect personal data directly from you in a variety of ways, including when you apply, sign up, or pay for our Services, create or modify an online account, fill out a form or survey, interact with our representatives, or submit information through our Services. The personal data we collect directly from you may include:

- **Account Information**, such as your name, e-mail address, IP addresses, your residential address, phone number, date of birth, a copy of your national identity card or passport or driving license, a copy of a recent utility bill/bank statement (or similar) as evidence for your residential address, or signature;
- **Payment Information**, such as your credit card or bank card details, Tax residence and Tax Identification Number, or other financial information; and
- **Other Information**, such as your profession and employment details, details of financial status, knowledge and experience in trading, risk tolerance, risk profile, or any other

information that we may consider necessary to allow our functions and activities to be in apposition and be permitted to provide our Services to you.

We use cookies to store and collect information about your use of our Website. Cookies are small text files stored by the browser on your equipment's hard drive. They send information stored on them back to our web server when you access our Website. These cookies enable us to put in place personal settings and load your personal preferences to improve your experience. You can find out more about our cookies on our "[Cookies Policy](#)" available on our [Website](#).

We may combine Personal data with any other information collected by the Company from external sources. The Company may share non-personal information or anonymized data with third-party providers to help us recognize your device and understand how you use our site(s) so that we can improve our services to reflect your interests and serve you advertisements about the Services that are likely to be of more interest to you. The purpose behind collection of non-personal information includes:

- For measurement and analysing web traffic and browsing activity on our site.
- Show advertisements of our Services to you on third-party sites.
- For measurement and analysing the performance of our marketing and advertising campaigns.

The Company may share data such as hashed email derived from email or other online identifiers collected on our site(s) with our advertising partners. This allows our partners to recognize and deliver you ads across devices and browsers. To read more about the technologies used by our partner and their cross - device capabilities, please refer to NextRoll's Privacy Notice.


You can always control the collection of your personal data by declining to have personal data collected via third party tracking technologies easily by navigating to the settings feature in your browser and declining all third party cookies or third party cookies from specific sites. For mobile devices, you may limit ad tracking or you can reset the advertiser identifier via the privacy settings of your mobile device.

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. You consent to our cookies if you continue to use our website. You can always opt out from some of the cookies used by deselecting any of the following choices:

1. Preferences
2. Statistics
3. Marketing

### This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. You consent to our cookies if you continue to use our website.

[OK](#)[Settings](#) [Cookie declaration](#)[About cookies](#) Necessary (10) Preferences (2) Statistics (10) Marketing (20) Unclassified (1)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

| Name | Provider  | Purpose   | Expiry   | Type |
|------|-----------|---|----------|------|
| _fbp | capex.com | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party | 3 months | HTTP |

Cookie declaration last updated on 04/09/2020 by [Cookiebot](#)

Moreover, in order to opt out from receiving cross-device site advertising (i.e. to be tracked across devices), you may access your device setting or visit and employ the controls described on the [NAI's Mobile Choices page](#).

If the Company requests you to provide it with personal data and you fail to do so, the Company may not be in a position to provide a service and/or enter into an agreement with you, in which case it will inform you accordingly.

The abovementioned data are collected by the Company when you are going to open a trading account with the Company. It is required by the Anti-Money Laundering and Sanctions (AML) Rulebook of FSRA (Financial Services Regulatory Authority) that the Company collects the necessary data for verifying your identity, constructing your economic profile, monitoring your account and verifying the source of funds (when it is necessary). Additionally, we use this data to set up and administer your trading account, and to provide technical and customer support.

If you are a corporate client we are required to collect information related to the legal entity (e.g. corporate and constitutional documents), additional personal information on the shareholders, directors and other officers that we deem as necessary in order to be compliant with our legal and regulatory requirements.

We record any communications, electronic, by telephone, in person or otherwise, that we have with you in relation to the services we provide to you and our relationship with you. These recordings will be our sole property and will constitute evidence of the communications between us. Such telephone conversations may be recorded without the use of a warning tone or any other further notice.

It should be noted that we are obliged by the FSRA Conduct of Business (COBS) Rules, - as amended from time to time, to keep records of all telephone conversations and electronic

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communications that are related to transactions concluded or intended to result in transactions when dealing on own account and the provision of client order services that relate to the reception, transmission and execution of client orders.

## **2. Legal Ground for personal Data processing:**

We may process your personal data for one or more lawful bases of processing (“Lawful Basis”) depending on the specific purpose for which we are using your data.

The Lawful Basis are the following:

- to perform our contractual obligations towards you
- to be compliant with applicable legal and regulatory requirements
- to pursue our legitimate interests

Where our use of your personal information does not fall under one of the abovementioned Lawful Bases, we will require you to provide your consent. Such consent shall be freely given by you and you will have the right to withdraw your consent at any time by contacting us using the contact details set out in this privacy notice or by unsubscribing from email lists.

## **3. How we use your personal data:**

Client information which the Company holds is to be treated by the Company as confidential and will not be used for any purpose other than in connection with the provision, administration and improvement of the Services, anti-money laundering and due diligence checks, for research and statistical purposes and for marketing purposes. Information already in the public domain, or already possessed by the Company without a duty of confidentiality will not be regarded as confidential.

The Company has the right to disclose Client information (including recordings and documents of a confidential nature, financial account details) in the following circumstances:

- a) where required by law or a court order by a competent Court.
- b) where requested by the Regulator or any other regulatory authority having control or jurisdiction over the Company or the Client or their associates or in whose territory the Company has Clients.
- c) to government bodies and law enforcement agencies where required by law and in response to other legal and regulatory requests;
- d) to relevant authorities to investigate or prevent fraud, money laundering or other illegal activity;

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- e) where necessary in order for the Company to defend or exercise its legal rights to any court or tribunal or arbitrator or Ombudsman or governmental authority;
  - f) to such an extent as reasonably required so as to execute Orders and for purposes ancillary to the provision of the Services;
  - g) to payment service providers and banks processing your transactions;
  - h) to auditors or contractors or other advisers auditing, assisting with or advising on any of our business purposes; provided that in each case the relevant professional shall be informed about the confidential nature of such information and commit to the confidentiality herein obligations as well;
  - i) only to the extent required and only the contact details to other service providers who create, maintain or process databases (whether electronic or not), offer record keeping services, email transmission services, messaging services or similar services which aim to assist the Company collect, storage, process and use Client information or get in touch with the Client or improve the provision of the Services under this Agreement;
  - j) only to the extent required, to other service providers for statistical purposes in order to improve the Company's marketing, in such a case the data will be provided in an aggregate form.
  - k) only to the extent required, to market research call centres that provide telephone or email surveys with the purpose to improve the services of the Company, in such a case only the contact details will be provided.
  - l) where necessary in order for the Company to defend or exercise its legal rights to any court or tribunal or arbitrator or Ombudsman or governmental authority.
  - m) to anyone authorised by you.
  - n) to an Affiliate or introducing broker of the Company or any other company in the same group of the Company.
  - o) to any third-party where such disclosure is required in order to enforce or apply our Terms and Conditions or other relevant agreements.
  - p) to successors or assignees or transferees or buyers, with ten Business Days prior Written Notice to the Client; this will happen in the event that the Company decides to sell, transfer, assign or novate to a third party any or all of its rights, benefits or obligations under the Agreement with you or the performance of the entire Agreement subject to providing 15 Business Days Prior Written Notice to the Client. This may be done without limitation in the event of merger or acquisition of the Company with a third party, reorganisation of the Company, winding up of the Company or sale or transfer of all or part of the business or the assets of the Company to a third party.
  - q) Client Information is disclosed in relation to US taxpayers which will in turn report this information to the IRS of the US according to the Foreign Account Tax Compliance Act (FATCA) of the USA and the OECD Common Reporting Standard ("CRS"), a global standard for the automatic exchange of financial account information.

#### 4. The safety of your personal data

**KEY WAY MARKETS LTD** takes the appropriate measures to ensure a level of enhanced security to protect any personal data provided to us from accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to personal data transmitted, stored or otherwise processed. The Company implements appropriate technical and organisational measures such as data encryption, access management procedure, clean desk policy, business continuity and disaster recovery, IT systems risk assessment, physical and logical access segregation, process in case of personal data breach policy, etc. Additionally, the Company limits access to the Client's personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process the Client's personal data on the Company's instructions, and they are subject to a duty of confidentiality.

Your personal data may be stored electronically or in paper form.

#### 5. Automated decision making and Profiling

In order to perform the contact between us it is requested for the provision of the investment services to you, to assess your knowledge and experience, your financial situation and investment objectives.

We will fulfil the above requirements through the following tools:

**Appropriateness Test:** it takes place when you require registering as client of the Company. Hence, we need to check and ensure that you are suitable for the provision of the Company's services and products by taking an appropriateness test in regard to your knowledge, financial background and experience with regards to financial services. The reason for assessing the Client's appropriateness is to act in the client's best interest, in case the Client is not suitable for the Company's products, the Company will automatically warn the Client and if Client still wishes to continue he/she will have to furnish the Company with his/her acknowledgment.

The scorings above are monitored by the Company's Compliance department. During these processes, the Company takes all the technical and operational measures to correct inaccuracies and minimise the risk of errors, to prevent any discrimination and to secure personal data of the client.

#### 6. How we treat your personal data for marketing activities and whether profiling is used for such activities – How to opt out?



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We may process your personal data to tell you about products, services and offers that may be of interest to you or your business.

The personal data that we process for this purpose consists of information you provide to us and data we collect and/or infer when you use our services. This information helps the Company to improve its services, customise browsing experience and enables it to inform its clients of additional products, services, or promotions relevant to clients. In some cases, profiling is used, i.e. we process your data automatically with the aim of evaluating certain personal aspects in order to provide you with targeted marketing information on products.

We can only use your personal data to promote our products and services to you if we have your explicit consent to do so or, in certain cases, if we consider that it is in our legitimate interest to do so.

## 7. Opt out from receiving marketing information

You have the access and right to opt out at any time:

By contacting the Company's Customer Support Team if any assistance is needed at [support@ae.capex.com](mailto:support@ae.capex.com).

Our partners may use non-cookie technologies that may not be impacted by browser settings that block cookies. Your browser may not permit you to block such technologies. For this reason, you can use the following third-party tools to decline the collection and use of information for the purpose of serving you interest based advertising.

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices/>
- The EDAA's opt-out platform <http://www.youronlinechoices.com/>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

## 8. Transfers of personal data to third countries

Copies of your agreement with us may be transferred to and stored at banking institutions. It may also be processed by staff operating who works for one of our suppliers or Affiliate companies. We will take all steps reasonably necessary to ensure that where we carry out such transfers this will be made subject to applicable, laws and where required subject to the appropriate safeguards. You may contact the Company in order to be informed of the appropriate or suitable safeguards (as the case may be).

When we transfer your data to other third parties such transfers will comply with the Data Protection Guide issued by the Office of Data Protection.



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## 9. Your rights as a data subject

**Right to be informed** – When the Company will collect personal information from you it must provide you with the purpose of such collection.

**Right of access** – you have the right to request from us to provide you with a copy of the personal data that we hold about you.

**Right of rectification** – you have a right to request from us to correct the personal data we hold about you that is inaccurate or incomplete.

**Right to be forgotten** – you have a right to request from us in certain circumstances to erase your personal data from our records. In case that these circumstances apply to your case and provided that no exception to this obligation applies (e.g. where we are obliged to store your personal data in compliance with a legal obligation), the Company acting as your controller will erase your personal data from its records.

**Right to restriction of processing** – you have a right to request from us where certain conditions apply, to restrict the processing of your personal data.

**Right to object** – you have the right to object on grounds relating to your particular situation, to certain types of processing such as direct marketing or where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**Right to withdraw consent where** we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

For visitors, users, and other who are resident of the State of California, as defined in Section 17014 of Title 18 of the California Code of Regulations, please refer to our partner's Privacy Policy which complies with the California Consumer Privacy Act of 2018 ("CCPA").

In respect to the aforementioned rights, we will respond to requests for personal data and, where applicable, will correct, amend or delete your personal data. You can send the relevant request to the following e-mail address: [support@ae.capex.com](mailto:support@ae.capex.com)

We may charge you a reasonable fee when a request is manifestly unfounded, excessive or repetitive, or we receive a request to provide further copies of the same data. In this case we will send you a fee request which you will have to accept prior to us processing your request. Alternatively, we may refuse to comply with your request in these circumstances.

## 10. Contacting us about this Policy or making a complaint

If you have any queries about the contents of this Policy, or wish to inform us of a change or correction to your personal data, would like a copy of the data we collect on you or would like to raise a complaint or comment, please contact us using the details set out below:

E-mail: [support@ae.capex.com](mailto:support@ae.capex.com)

We try to respond to your request without undue delay. In case that your request takes us longer than one month we will notify you accordingly and keep you updated. In this respect it should be noted that the information to be provided as a result of exercising your right shall be provided free of charge. Nonetheless and where requests are manifestly unfounded or excessive, in particular because of their repetitive character, the Company may either:

(a) charge a reasonable fee taking into account the administrative costs of providing the information or communication or taking the action requested;

or

(b) refuse to act on the request

If you are not satisfied with our response to your complaint and/or your request was not handled within the specified timeframes, you have the right to lodge a complaint with our supervisory authority.