

Privacy Policy

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1. Information we collect about you

How We Collect Information About You

We gather information about you through various methods as you interact with Borsa Hero's services. Some of this information is necessary for us to provide these services. If you choose not to provide certain details or request that we delete them, your ability to access or use Borsa Hero's services may be limited.

Information You Provide to Us

When you sign up for Borsa Hero, participate in our features, make purchases, enter competitions, or attend events, you may provide personal details such as your name, username, email, mailing address, phone number, payment details, and other identifying information. This could also include your voice or image if you upload, stream, or otherwise share content on our platform.

Information We Collect Automatically

As you use Borsa Hero or engage with our communications, we automatically gather certain data using technologies like cookies. Cookies are small files sent to your browser that help us recognize you. For more details on how cookies work and how you can manage them, see our Cookie Policy. Automatically collected data might include your IP address, device and browser type, unique identifiers, pages you visit before and after using

our services, system information, and how you interact with Borsa Hero. This information helps us to:

- Keep your Borsa Hero application up to date.
- Remember your preferences and login details for future visits.
- Tailor ads, content, and information to your interests.
- Evaluate the success of marketing efforts.
- Monitor site usage and engagement.
- Track your involvement in promotions or activities.

Borsa Hero Live Events

When you attend Borsa Hero events, you might be photographed, recorded, or even live-streamed by us or others. These materials could be used for promotional purposes. If you allow your event badge to be scanned, we may use the data for analytics, giveaways, or promotional activities in line with this policy. Exhibitors at these events might also scan your badge if you agree, in which case your information will be subject to the exhibitor's privacy practices, and they may contact you directly.

Information from Third Parties

We may also receive additional data from external sources, such as advertisers, social media platforms, or other services (e.g., Discord, Steam, YouTube). By linking your Borsa Hero account with these platforms or allowing us access, you grant permission for us to collect and use this data as described in this policy. Additionally, we might obtain information about your activities on other services, such as gameplay statistics from third-party platforms. We use this data to enhance your experience, provide more relevant content, and improve our services. Any combined information from these sources will be treated in accordance with this Privacy Policy.

2. How we use your information

Borsa Hero utilizes the information we collect to operate, maintain, enhance, and develop all aspects of our platform. This includes creating and improving existing and new features, functionalities, and services offered through Borsa Hero. We also use this information to ensure the security of our websites, products, software, apps, and live events. Managing relationships with Borsa Hero account holders, such as Partners and Affiliates, involves tasks like processing payments or providing support. Additionally, we aim to enhance your experience on Borsa Hero by offering content recommendations and delivering relevant and engaging content, including advertisements and marketing

messages. Your information allows you to comment on content, participate in online games, contests, and rewards programs, prevent fraud and abuse, and gain insights into user behavior and trends.

Communication with You

We use your email address and/or phone number to stay in touch, whether it's to inform you of significant updates to Borsa Hero Services, assist with customer service needs, or discuss any content you've posted or downloaded. If you wish to stop receiving text notifications, simply reply STOP to any message from us. However, please note that you may still receive other important informational or transactional messages from us.

Promotional Communications

From time to time, Borsa Hero may send you promotional materials or notifications related to our services. If you prefer not to receive these promotional messages, you can update your preferences in your account settings or follow the unsubscribe instructions provided in our emails. If you have a mobile app installed and no longer wish to receive push notifications, you can adjust your notification settings directly through your device or the app itself.

Compliance with Legal Obligations

Borsa Hero may need to collect and process your information to comply with legal obligations. We may do so if we believe it is necessary to adhere to U.S. state and federal laws, or other applicable laws globally, including those in your country of residence. This could involve responding to court orders, subpoenas, warrants, or other governmental requests as required by law.

Consent and Legal Basis for Processing

In some cases, we may ask for your explicit consent to process your information for specific purposes, which we will communicate to you. If you provide consent, you have the right to withdraw it at any time, and we will cease processing your data for that purpose.

Borsa Hero relies on various legal grounds to process your personal information, including fulfilling contractual obligations, preparing for contract negotiations, complying with legal requirements, documenting your consent, and supporting Borsa Hero's legitimate interests. These legitimate interests may involve monitoring and analyzing the use of Borsa Hero services, communicating with registered users about Borsa Hero products and services, advertising, responding to inquiries or complaints, taking necessary actions

to protect Borsa Hero from potential liabilities, investigating and defending against third-party claims, securing the integrity of the Borsa Hero platform, and protecting the rights, property, or safety of Borsa Hero, our users, or others.

3. Disclosure of your information

At Borsa Hero, protecting your personal information is central to our commitment to providing you with the best possible experience. We understand the importance of your data and take our responsibility to safeguard it seriously. We want to assure you that Borsa Hero is not in the business of selling your personal information. We only share personal data as outlined below, including with our parent company and affiliated entities that adhere to this Privacy Policy or maintain equally stringent privacy practices.

We may share your information with service providers who perform functions on our behalf. These services include, but are not limited to, website hosting, maintenance, and security; order fulfillment; data analysis and reporting; enhancing site functionality; and helping Borsa Hero improve and develop new features and services. We require these third parties to handle your data in accordance with this Privacy Policy, authorize them to use it only for the specified purposes, and ensure they implement appropriate confidentiality measures.

Borsa Hero may also share and receive personal information with our affiliates—entities that are under common control with us, including our parent company and its subsidiaries. These affiliates are bound by this Privacy Policy or adhere to privacy practices that are as protective as those we outline here. Information collected by Borsa Hero may be combined with data from these affiliates, such as Amazon.com, Inc., to enhance, develop, and improve both Borsa Hero's and Amazon's products and services.

We may disclose your information if we believe in good faith that it is necessary to comply with applicable laws, whether they are U.S. state and federal laws or international regulations relevant to your location. This may include responding to court orders, legal processes, or government requests as required by law.

In addition, Borsa Hero reserves the right to disclose information if we believe it is necessary to protect ourselves from potential legal liability or from fraudulent, abusive, or unlawful activities. This may also include investigating and defending against third-party claims, ensuring the security and integrity of the Borsa Hero Services, and protecting the rights, property, or safety of Borsa Hero, our users, or others.

Except as described in this Privacy Policy, if there is any instance where your personal information may be shared with third parties, you will be notified, and you will have the opportunity to opt out of sharing that information.

4. Account termination and data deletion

If you wish to close your account and remove your profile information from www.borsahero.com, please visit Account Deletion Section in your Profile Settings. For other Borsa Hero Services beyond the main website, you can update or delete information linked to your account or close your account by contacting our Support Team and selecting the 'Privacy Concerns' category. Even after you close your account, Borsa Hero may retain certain information about you as outlined in this Privacy Policy, or as allowed or required by applicable law.

5. Third-Party sites and services

Borsa Hero Services may contain links to third-party websites or services. Please note that the privacy practices of these third parties are not covered by this Privacy Policy. We recommend that you review the privacy policies of any third-party websites or services you visit to understand how they handle your information.

If you connect to a third-party service through Borsa Hero or link your Borsa Hero account to a third-party service, you are authorizing us to share or provide access to certain information on your behalf. This may include details such as your username, the fact that your connection originated from Borsa Hero, and other relevant usage and diagnostic data.

6. Advertisers and analytics services

Borsa Hero may utilize third-party web analytics services in connection with our platform. These providers use various tracking technologies, such as cookies, to analyze how users interact with Borsa Hero Services. The information collected (as outlined in the "Automatically Collected Information" section) may be shared with or directly gathered by these services and processed to assess your usage of Borsa Hero.

Additionally, Borsa Hero may collaborate with third-party ad networks, advertisers, and advertising analytics providers to target ads to you both on and off our platform and to measure their effectiveness. We may share data such as cookie and mobile ad identifiers with these third parties (or they may collect it directly) to engage in advertising activities, including understanding how you respond to ads and delivering relevant content. Borsa

Hero also partners with third parties to serve ads to you outside of our Services. In these cases, we may share information like your email address or a resettable device identifier so that the advertising partner can “match” it with other data they may have about you.

Advertisers on Borsa Hero, or their representatives and service providers (“Borsa Hero Advertisers”), may use technology to deliver ads directly to your device when you use our services. When this occurs, they automatically receive certain information, such as your IP address. They may also use cookies (or similar technologies) to measure the effectiveness of their ads and to personalize the content. Please note that this Privacy Policy does not govern, and we cannot control, the tracking technologies and activities of Borsa Hero Advertisers. We recommend reviewing their respective privacy policies. For more details about Borsa Hero Advertisers and similar entities that use these technologies, and to opt out of their advertising practices, please visit our Privacy Choices page.

7. Data security measures

Borsa Hero employs a range of managerial, technical, and physical measures to safeguard the integrity and security of your information. These measures are tailored to the sensitivity of the data involved. However, no security system or precaution can be entirely foolproof. While we strive to protect your information, we cannot guarantee its absolute security. Any data you transmit to Borsa Hero is at your own risk. We cannot ensure that such information won't be accessed, disclosed, altered, or destroyed due to a breach of any of our physical, technical, or managerial safeguards.

8. Updates to this Privacy Policy

Borsa Hero reserves the right to change, modify, add, or remove portions of this Privacy Policy at any time (for example, to reflect updates to Borsa Hero Services or changes in applicable laws). We encourage you to review this Privacy Policy periodically to stay informed about any changes. Your continued use of Borsa Hero Services after any modifications are posted constitutes your acceptance of those changes.

We will not make significant changes to our policies and practices that would reduce the protection of personal information collected under a previous version of this Privacy Policy without obtaining the consent of the affected individuals.

9. Contact information

If you have any questions regarding this Privacy Policy document, please feel free to contact us.

How to Contact Us:

Support: For general support inquiries, feedback or any other issues, you can reach out to our customer service team at support@borsahero.com. Our team is available to assist you with any questions or issues you may have.

Response Times:

We aim to respond to all inquiries within [insert typical response time, e.g., 48 hours]. Please provide as much detail as possible in your message to help us address your concerns promptly.

Note:

While we strive to address all questions and issues, we may not be able to respond to every inquiry immediately. Your patience is appreciated as we work to provide you with the best possible service.