

Privacy Policy

Official Alertsify Privacy Policy for the Platform, Apps, and Services

Company: Alertsify LLC

Version: v2.0

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Contact: support@alertsify.com

***Plain-English Summary (Non-Binding):** We collect information you provide (like email and account details) and technical data needed to operate Alertsify. If you connect a brokerage, we receive connection-related data and may receive trade/execution data needed to power alerts, automation, and tracking. We do not sell your personally identifiable information. However, we may create and commercially use aggregated, anonymized, and de-identified data derived from platform activity (such as aggregate trading trends and volume patterns that cannot be traced back to any individual user). We share personally identifiable data only with service providers and integrations required to operate the platform. Alertsify does not collect detailed financial profile information for the purpose of providing personalized investment advice or making suitability determinations.*

This document is intended to be clear and enforceable. It does not replace professional legal advice.

1. Scope and Acceptance

This Privacy Policy (the "Policy") explains how Alertsify collects, uses, discloses, and protects information when you access or use the Services. By using the Services, you acknowledge you have read and understood this Policy. This Policy applies to Alertsify's Services and related communications. Third-party services (such as brokerages, payment processors, and app stores) have their own privacy policies and practices.

2. Information We Collect

2.1 Information you provide

Account information (name, email, username, password or auth tokens). Billing and purchase information (plan, receipts, transaction identifiers) processed via third parties (including but not limited to Whop). Support communications (messages, attachments, troubleshooting details). Community or profile content you choose to submit (e.g., display name, avatar, notes).

2.2 Information collected automatically

Device and usage data (IP address, browser type, device identifiers, app version, pages/screens viewed). Log data (timestamps, feature usage, error logs, performance metrics). Cookies or similar technologies used for authentication, preferences, analytics, and security. Authentication and session activity is logged and may be used as evidence of authorized access in the event of a billing or chargeback dispute (see Section 6.1 of the Terms of Service).

2.3 Brokerage and trading-related data (if you connect a broker)

Connection metadata (broker name, connection status, and integration identifiers). Authorization tokens obtained via OAuth through our broker integration provider (currently SnapTrade) — **Alertsify does not receive or store your broker username or password. You authenticate directly with your broker through the OAuth flow, and you can revoke Alertsify's access at any time through your broker's security settings.** Account and trading data necessary to provide Services (e.g., balances, positions, orders, fills, timestamps) depending on your enabled features. Trade alert and tracking data generated by your activity and configuration.

Data availability depends on your broker, permissions you grant, and features you enable. Alertsify does not control what brokers provide.

2.4 Information We Do Not Collect for Advisory Purposes

Alertsify does not collect detailed financial profile information (such as income, net worth, or investment objectives) for the purpose of providing personalized investment advice or making suitability determinations. If we later offer features that require such data (for example, for regulatory compliance), we will describe those purposes separately. Any broker connection data (including account balances and position information) is used solely to enable user-directed automation features and is not used to construct or recommend portfolios, or to rank, target, or recommend specific Traders or strategies to you. Any rankings you see are based on standardized, formulaic performance metrics applied across the eligible Trader universe.

3. How We Use Information

To provide, operate, and improve the Services (including automation, alerts, and analytics). To authenticate users, maintain security, and prevent fraud or abuse. To process purchases, manage subscriptions, and provide receipts and account notices. To provide support, troubleshoot issues, and communicate service updates. To maintain logs and metrics for reliability, performance, and debugging. To develop, train, and improve platform features, algorithms, and data products. To generate aggregated, anonymized, and de-identified datasets derived from platform activity. To document authorized account activity and to respond to billing disputes, chargebacks, unauthorized-transaction claims, or other payment-processor inquiries (see Section 6.1 and Section 14 of the Terms of Service). To comply with legal obligations and enforce our Terms, policies, and agreements.

No sale of personal information: Alertsify does not sell personally identifiable information (such as your name, email address, brokerage credentials, or individual account details) to third parties. We do not allow third parties to use your personally identifiable data for their own marketing without your consent.

3.1 Aggregated, Anonymized, and De-Identified Data

Alertsify may collect, create, use, license, sublicense, sell, publish, distribute, and otherwise commercially exploit aggregated, anonymized, and de-identified data derived from your use of the Services and from platform activity generally, including but not limited to: aggregated trading activity data (e.g., total platform order flow, options volume trends, sector activity, strategy distribution, instrument popularity, and trade timing patterns); anonymized performance and behavioral analytics (e.g., aggregate win rates, average hold times, risk-reward ratios, and auto-execution adoption patterns); de-identified market signal data, trend indicators, and sentiment metrics derived from collective platform activity; and statistical reports, research, benchmarks, indices, and data products based on the foregoing.

"Aggregated, anonymized, and de-identified" means data that has been processed such that it cannot reasonably be used to identify, relate to, describe, or be linked back to any individual user, account, or brokerage. Alertsify will use commercially reasonable methods to strip, hash, or otherwise remove personally identifiable information before any such data is shared, licensed, or sold to third parties.

Potential recipients of aggregated and anonymized data may include, without limitation: institutional investors, hedge funds, quantitative research firms, and asset managers; financial data vendors, analytics providers, and market research firms; academic researchers and financial institutions; and any other third party for any lawful commercial, research, or analytical purpose.

Alertsify retains all rights, title, and interest in any aggregated, anonymized, and de-identified data and any data products, reports, indices, or analytics derived therefrom. Your use of the Services constitutes your consent to Alertsify's collection, creation, and commercial use of such data as described in this Section. This right survives

termination or cancellation of your account. For clarity, this Section applies only to aggregated and anonymized data — Alertsify does not and will not sell your personally identifiable information.

4. How We Share Information

We share information only as needed to operate the Services, comply with law, or as otherwise described in this Policy (including Section 3.1 regarding aggregated and anonymized data). Specific sharing includes: service providers (hosting, analytics, email delivery, customer support tooling) acting on our instructions; broker integration providers (currently SnapTrade) and broker partners when you connect a brokerage and authorize the connection; payment processors and commerce platforms (including Whop) for billing and subscription management; recipients of aggregated, anonymized, and de-identified data as described in Section 3.1; payment processors, banks, card issuers, app stores, and dispute resolution bodies for the purpose of disputing chargebacks and documenting authorized account activity; legal and safety disclosures when required by law, subpoena, court order, or to protect rights and safety; and business transfers in the event of a merger, acquisition, reorganization, or sale of assets (subject to applicable law).

5. Data Retention

We retain information for as long as necessary to provide the Services, meet legal requirements, resolve disputes (including chargeback and payment disputes), enforce agreements, and maintain legitimate business records. If you request deletion, we may retain certain data as required by law or for legitimate business purposes (e.g., fraud prevention, accounting, security logs, and evidence of authorized account activity related to past billing or dispute matters).

6. Security

We use commercially reasonable administrative, technical, and physical safeguards designed to protect information. However, no system is 100% secure. You are responsible for protecting your credentials and securing your devices. Measures include encryption in transit where supported, least-privilege access controls for internal systems, and monitoring and logging for suspicious activity.

7. Your Choices and Rights

Update account profile information where available. Disconnect broker integrations at any time (feature-dependent). Opt out of non-essential marketing emails (service notices may still be sent). Request access, correction, or deletion where applicable (subject to legal limits). To submit a privacy request, contact support@alertsify.com.

8. Children

The Services are not intended for children under 13 (or the minimum age required by your jurisdiction). We do not knowingly collect personal information from children.

9. International Users

If you access the Services from outside the United States, you understand that your information may be processed and stored in the United States or other jurisdictions where our providers operate.

10. Changes to This Policy

We may update this Policy from time to time. Updates are effective upon posting within the product or on an official Alertsify channel. Continued use after updates constitutes acceptance.

11. Contact

For questions about this Policy, contact Alertsify LLC at support@alertsify.com.