



PRIVACY POLICY

Effective Date: February 8, 2026

Last Updated: February 8, 2026

Website: marketivx.com

Privacy Contact: tcrosslandjr1@gmail.com

INTRODUCTION

Market Pulse, a division operating under MarketIVX ("Market Pulse," "MarketIVX," "we," "us," or "our"), is committed to protecting your privacy and personal information. This Privacy Policy describes how we collect, use, share, store, and protect information when you use our platform, website (marketivx.com), mobile applications, software, and services (collectively, the "Services").

BY USING OUR SERVICES, YOU CONSENT TO THE COLLECTION, USE, AND SHARING OF YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY. IF YOU DO NOT AGREE, PLEASE DO NOT USE OUR SERVICES.

This Privacy Policy applies to all users of our Services, including visitors, registered users, and subscribers. It supplements our Terms of Service and End User License Agreement (EULA).

1. INFORMATION WE COLLECT

We collect various types of information to provide, improve, and secure our Services:

1.1 Information You Provide to Us:

Account Information: When you register for an account, we collect your name, email address, username, password, phone number, and payment information.

Profile Information: You may provide additional profile details such as location, trading experience, investment goals, preferences, and profile picture.

Payment Information: Credit card numbers, billing addresses, and other payment details (processed securely by third-party payment processors).

Communications: When you contact customer support, send emails, or communicate with us, we collect the content of those communications.

User Content: Any content, data, files, or information you upload, submit, or post through the Services.

Survey and Feedback: Responses to surveys, questionnaires, feedback forms, and research studies.

1.2 Information Collected Automatically:

Usage Data: Information about how you interact with our Services, including pages visited, features used, time spent, click patterns, navigation paths, and search queries.

Device Information: Device type, operating system, browser type and version, unique device identifiers, mobile network information, and device settings.

Log Data: IP addresses, access times, error logs, referring/exit pages, and system activity logs.

Location Data: Approximate location based on IP address, and precise location if you grant permission through device settings.

Cookies and Tracking Technologies: We use cookies, web beacons, pixels, local storage, and similar technologies to track activity and store preferences. See Section 8 for details.

Performance Data: App performance metrics, crash reports, error logs, and diagnostic information.

1.3 Information from Third Parties:

Financial Data Providers: Market data, securities information, and financial data from third-party providers.

Social Media: If you connect your account to social media platforms, we may receive information from those platforms.

Analytics Providers: Data from analytics services about user behavior and demographics.

Marketing Partners: Information from advertising and marketing partners about your interactions with ads.

Public Sources: Publicly available information from databases, registries, and other public sources.

2. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

2.1 To Provide and Maintain Services:

- Create, manage, and authenticate your account
- Process transactions and deliver services you request
- Provide customer support and respond to inquiries
- Deliver market data, analytics, and tools
- Send service-related communications and notifications

2.2 To Improve and Personalize Services:

- Analyze usage patterns and user behavior
- Develop new features, products, and services
- Customize content and recommendations based on your preferences
- Conduct research, testing, and analysis
- Improve user experience and interface design

2.3 For Security and Fraud Prevention:

- Detect, prevent, and investigate fraud, abuse, and security incidents
- Protect against unauthorized access and account takeovers
- Monitor and analyze security threats
- Verify identity and authenticate users
- Enforce our Terms of Service and other policies

2.4 For Marketing and Communications:

- Send promotional emails, newsletters, and marketing communications (with your consent where required)
- Display targeted advertising based on your interests
- Conduct surveys and market research
- Measure marketing effectiveness and campaign performance

2.5 For Legal and Compliance Purposes:

- Comply with legal obligations and regulatory requirements
- Respond to legal process, subpoenas, and government requests
- Protect our legal rights and property
- Resolve disputes and enforce agreements
- Conduct audits and maintain records

3. HOW WE SHARE YOUR INFORMATION

We may share your information in the following circumstances:

3.1 Service Providers and Business Partners:

We share information with third-party vendors and service providers who perform services on our behalf, including:

- Payment processors and financial institutions
- Cloud hosting and data storage providers
- Analytics and performance monitoring services
- Email and communication service providers
- Customer support and CRM platforms
- Marketing and advertising partners
- Security and fraud prevention services

These providers are contractually obligated to protect your information and use it only for the purposes we specify.

3.2 Business Transfers:

In the event of a merger, acquisition, reorganization, bankruptcy, or sale of assets, your information may be transferred to the successor entity. We will notify you before your information is transferred and becomes subject to a different privacy policy.

3.3 Legal Requirements and Protection:

We may disclose information when required by law or when we believe disclosure is necessary to:

- Comply with legal obligations, court orders, or government requests
- Protect our rights, property, and safety, or that of our users or the public
- Detect, prevent, or investigate fraud, security breaches, or illegal activity
- Enforce our Terms of Service and other agreements

3.4 Aggregated and Anonymized Data:

We may share aggregated, de-identified, or anonymized information that cannot reasonably be used to identify you for research, analytics, marketing, or other business purposes.

3.5 With Your Consent:

We may share information with third parties when you explicitly consent or direct us to do so, such as when connecting third-party integrations to your account.

4. DATA RETENTION

We retain your information for as long as necessary to provide the Services, comply with legal obligations, resolve disputes, and enforce our agreements.

Active Accounts: We retain information for active accounts as long as you use our Services.

Closed Accounts: After account closure, we may retain certain information for up to 7 years for legal, tax, and audit purposes.

Usage Data: Usage logs and analytics data may be retained for up to 2 years.

Marketing Data: Marketing contact lists are retained until you unsubscribe or request deletion.

Legal Holds: We may retain information longer when required by law, regulation, or legal proceedings.

5. DATA SECURITY

We implement reasonable administrative, technical, and physical security measures to protect your information from unauthorized access, loss, misuse, and disclosure. These measures include:

- Encryption of data in transit (TLS/SSL) and at rest
- Secure authentication and access controls
- Regular security audits and vulnerability assessments
- Employee training on data protection and security
- Firewalls, intrusion detection, and monitoring systems
- Secure data centers with restricted physical access

However, no method of transmission or storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security. You use our Services at your own risk.

6. YOUR PRIVACY RIGHTS AND CHOICES

Depending on your location, you may have certain rights regarding your personal information:

6.1 Access and Portability:

You have the right to request access to the personal information we hold about you and to receive a copy in a portable format.

6.2 Correction and Update:

You can update your account information at any time through your account settings. You may also request that we correct inaccurate information.

6.3 Deletion:

You may request deletion of your personal information, subject to certain exceptions (e.g., legal retention requirements, fraud prevention, security purposes).

6.4 Opt-Out of Marketing:

You can unsubscribe from marketing emails by clicking the "unsubscribe" link in any marketing email or by adjusting your communication preferences in account settings.

6.5 Opt-Out of Targeted Advertising:

You can opt out of targeted advertising through browser settings, ad network opt-out tools, or privacy settings in our Services.

6.6 Do Not Track:

Some browsers support "Do Not Track" signals. We do not currently respond to Do Not Track signals, but you can control tracking through cookie settings.

6.7 California Privacy Rights (CCPA/CPRA):

California residents have additional rights under the California Consumer Privacy Act (CCPA), including the right to:

- Know what personal information we collect, use, and share
- Request deletion of personal information
- Opt out of the sale or sharing of personal information
- Non-discrimination for exercising privacy rights

We do not sell personal information in the traditional sense, but we may share data with advertising partners, which may constitute a "sale" under CCPA.

6.8 European Privacy Rights (GDPR):

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, you have rights under the General Data Protection Regulation (GDPR), including:

- Right to access, rectification, and erasure
- Right to restrict or object to processing
- Right to data portability
- Right to withdraw consent
- Right to lodge a complaint with a supervisory authority

Legal basis for processing: We process your data based on consent, contract performance, legal obligations, and legitimate interests.

6.9 Exercising Your Rights:

To exercise any of these rights, contact us at tcrosslandjr1@gmail.com. We will respond within the timeframe required by applicable law (typically 30-45 days). We may need to verify your identity before processing your request.

7. CHILDREN'S PRIVACY

Our Services are not intended for children under 18 years of age. We do not knowingly collect personal information from children under 18. If you are under 18, do not use our Services or provide any information to us.

If we become aware that we have collected information from a child under 18, we will take steps to delete that information promptly. If you believe we have collected information from a child, please contact us at tcrosslandjr1@gmail.com.

8. COOKIES AND TRACKING TECHNOLOGIES

We use cookies, web beacons, pixels, and similar technologies to collect information, improve user experience, and analyze usage patterns.

8.1 Types of Cookies We Use:

Essential Cookies: Required for basic functionality, authentication, and security. Cannot be disabled.

Performance Cookies: Collect analytics data about usage patterns and performance to improve the Services.

Functional Cookies: Remember your preferences, settings, and customization choices.

Advertising Cookies: Track your browsing activity to display targeted advertisements.

8.2 Third-Party Cookies:

We use third-party analytics and advertising services (e.g., Google Analytics, Facebook Pixel) that may set cookies to track your activity across websites.

8.3 Managing Cookies:

You can control cookies through your browser settings. Note that disabling cookies may affect functionality and user experience. Most browsers allow you to refuse cookies, delete cookies, or alert you when cookies are being sent.

9. INTERNATIONAL DATA TRANSFERS

Your information may be transferred to, stored, and processed in the United States or other countries where our servers and service providers are located. These countries may have data protection laws that differ from your country.

If you are located in the EEA, UK, or Switzerland, we rely on appropriate safeguards for international transfers, including Standard Contractual Clauses (SCCs) approved by the European Commission.

By using our Services, you consent to the transfer of your information to the United States and other countries.

10. THIRD-PARTY WEBSITES AND SERVICES

Our Services may contain links to third-party websites, applications, or services that we do not control. This Privacy Policy does not apply to third-party sites.

We are not responsible for the privacy practices of third parties. We encourage you to review the privacy policies of any third-party sites you visit.

11. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or business operations. Material changes will be posted on our website with a revised "Last Updated" date.

For significant changes, we will provide notice via email or prominent notice in our Services at least 30 days before the changes take effect.

Your continued use of the Services after changes become effective constitutes acceptance of the updated Privacy Policy. We encourage you to review this Privacy Policy periodically.

12. CONTACT US

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Company Name: Market Pulse (MarketIVX)

Privacy Contact Email: tcrosslandjr1@gmail.com

Website: marketivx.com

Mailing Address: 2 Bethesda Center, Suite 250, Bethesda, MD 20814

We will respond to your inquiry within a reasonable timeframe, typically within 30 days.

BY USING MARKET PULSE SERVICES, YOU ACKNOWLEDGE THAT YOU HAVE READ AND UNDERSTOOD THIS PRIVACY POLICY AND CONSENT TO OUR COLLECTION, USE, AND SHARING OF YOUR INFORMATION AS DESCRIBED HEREIN.

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