



PRIVACY POLICY

Last Updated: April 2026

At **Datafinia** ("we", "the Platform"), we take data privacy seriously. This policy describes what information we collect, how we use it, and most importantly, how we protect it.

1. WHAT INFORMATION DO WE COLLECT?

We collect only the information necessary to provide the service:

- **Account Data:** When registering, we collect your email address, name, and a password.
 - *Security Note:* Passwords are stored **hashed (encrypted)**. We do not have access to your actual password.
- **Usage Data:** We record technical information about how you interact with the platform, including navigation metrics and tools used, to improve user experience and detect errors.
- **Server Logs:** For security, our servers automatically record your IP address, browser type, and access date to prevent attacks and fraud.

2. FINANCIAL DATA AND PAYMENTS (IMPORTANT)

WE DO NOT STORE YOUR FINANCIAL INFORMATION.

- **Processing:** All payment transactions are processed externally by Level 1 PCI-DSS certified providers.
- **Whop.com:** Our "Merchant of Record" is **Whop**. They handle all your card data, billing, and taxes.
- **What we see:** Datafinia only receives confirmation that the payment was successful and your subscription expiration date. We never have access to your credit card number or bank account.

3. HOW DO WE USE YOUR INFORMATION?

We use your data exclusively for the following purposes:

1. **Providing the Service:** Allowing access to analysis tools, saving your portfolios, and preferences.
2. **Market Analysis and Statistics (Aggregated Data):** We may use your search queries, watchlists, and navigation patterns in a **fully anonymized and aggregated** manner (no personal identification).
 - This data is used to generate market sentiment metrics, asset popularity rankings, or trend reports.
 - **Ownership of Aggregated Data:** You acknowledge and agree that this aggregated statistical data is the intellectual property of Datafinia and may be used, published, or commercialized freely by us.
3. **Security:** Detecting and preventing fraudulent activities or platform abuse.
4. **Communications:** Sending important notifications about your account. **We do not sell your email or identifiable personal data to third parties.**

4. SHARING INFORMATION WITH THIRD PARTIES

We do not sell, rent, or trade your identifiable personal data. We only share data with infrastructure providers strictly necessary for operations (e.g., Cloud Hosting, Whop). We will only disclose information if required by a valid court order.

5. INTERNATIONAL DATA TRANSFER

Your information may be transferred to—and maintained on—servers located outside your governmental jurisdiction. By accepting this Policy, you **expressly consent to such transfer**. We use global infrastructure providers that comply with international security standards.

6. YOUR RIGHTS (GDPR / ARCO)

You own your data. You have the right to **Access, Rectify, or Delete** ("Right to be Forgotten") your account. To exercise these rights, contact support@datafinia.com.

7. COOKIES AND LOCAL STORAGE

We use essential cookies and Local Storage solely to keep you logged in and remember your configuration preferences.

8. CHANGES TO THIS POLICY

We may update this policy occasionally. We will notify you of significant changes via the platform or email.