

Privacy Policy

Amplify (“Company,” “we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and share your information when you visit our website, purchase our services, or interact with us in any way.

By using our website or services, you agree to the terms of this Privacy Policy. If you do not agree, please do not use our Services.

1. Information We Collect

We may collect personal information that you voluntarily provide to us when you:

- Purchase a product or service
- Request support or onboarding assistance
- Subscribe to email or SMS communications
- Interact with our website, forms, or customer service team

Personal Information You Provide

Depending on how you interact with us, the information you provide may include:

- Full name
- Email address
- Phone number
- Mailing address
- Billing address
- Contact preferences
- Account-related details needed for support purposes

Information Collected Automatically

When you use our website, we may automatically collect certain technical information such as:

- IP address
- Browser type
- Device type and operating system
- Website activity and user behavior (pages visited, clicks, time on site)
- Cookies and similar tracking technologies

Payment Information

Payments are processed securely through third-party payment service providers (“PSPs”). We do not store full payment card details on our servers.

Broker / Trading Account Credentials

Amplify does not collect or store any financial account credentials related to any broker, exchange, or trading account.

2. How We Use Your Information

We process your information for business purposes including:

- Providing access to our services and membership resources
- Delivering onboarding support and educational content
- Managing your account and membership status
- Processing payments, orders, refunds, and related transactions
- Sending administrative communications (service updates, policy changes, confirmations)
- Responding to customer service requests and technical support inquiries
- Improving website performance, user experience, and platform functionality
- Preventing fraud, abuse, unauthorized access, or misuse of our Services
- Complying with legal obligations when required

3. Legal Bases for Processing (EU/UK Users)

If you are located in the European Economic Area (EEA) or the United Kingdom, we process personal information under the following legal bases when applicable:

- Consent (you can withdraw consent at any time)
- Performance of a contract (to provide Services you request)
- Legal obligations (compliance with laws, regulations, or lawful requests)
- Legitimate interests (such as improving Services, preventing fraud, and operating our business)
- Vital interests (to protect individuals from harm in rare situations)

4. Sharing of Personal Information

We do not sell or rent your personal information. We may share limited information only in the following situations:

Service Providers

We may share information with trusted vendors that help us operate, such as: payment processors; CRM platforms; email and SMS communication tools; website analytics providers; customer support tools. These providers are only given the information necessary to perform their services.

Business Transfers

If Amplify is involved in a merger, acquisition, financing, restructuring, or sale of assets, your information may be transferred as part of that transaction.

Legal Requirements

We may share personal information if required to comply with: legal obligations; court orders or subpoenas; government or regulatory requests; enforcement of our policies or protection of our rights.

5. Cookies and Tracking Technologies

Amplify uses cookies and similar technologies (such as pixels and analytics tools) to: improve website performance; understand traffic and user behavior; enhance customer experience; support marketing and platform optimization.

You can adjust cookie settings through your browser preferences. Disabling cookies may limit certain features of the Services.

6. How Long We Keep Your Information

We retain personal information only as long as necessary to: provide services to you; maintain account and support history; comply with legal, accounting, or operational requirements.

When we no longer need your information, we will delete, anonymize, or securely store it until deletion is possible.

7. Information From Minors

Amplify does not knowingly collect or market to individuals under 18 years old.

If we learn that we have collected personal data from a minor, we will delete it as soon as possible. If you believe a minor has provided us information, contact us immediately.

8. Your Privacy Rights

Depending on your location, you may have the right to: request access to your personal information; request correction of inaccurate data; request deletion of your information; object to certain processing; request data portability (where applicable); opt out of marketing communications.

Marketing Opt-Out

You may unsubscribe at any time by: clicking “unsubscribe” in emails; replying “STOP” to SMS messages (if applicable); contacting us directly.

Even if you opt out of marketing, we may still send service-related messages (e.g., account updates or support responses).

To exercise your rights, contact us at: support@amplifyfx.co

9. Do-Not-Track (DNT) Signals

Some browsers offer a “Do-Not-Track” setting. At this time, there is no universal standard for responding to DNT signals, so we do not currently respond to them. If that changes, we will update this policy.

10. Third-Party Links

Our website may contain links to third-party websites or platforms. Amplify is not responsible for the privacy practices, policies, or content of those third parties. We encourage you to review their privacy policies before providing information.

11. Updates to This Policy

We may update this Privacy Policy at any time to remain compliant with laws or operational changes.

When updates are made, the revised version will be posted with an updated “Last Updated” date. Continued use of our Services after changes means you accept the updated policy.

12. Contact Us

If you have any questions about this Privacy Policy or your personal information, contact us at:

Amplify

Email: support@amplifyfx.co