

PRIVACY POLICY

PREAMBLE

This Privacy Policy describes the practices of BrandO Limited, a company incorporated under the laws of the Republic of Seychelles (hereinafter referred to as "BrandO," "we," "us," or "our"), regarding the collection, use, storage, disclosure, and protection of your personal information.

This Privacy Policy applies to your access to and use of <https://ltdbrando.com/> (the "Website"), the materials available on the Website (the "Website Materials"), and all services provided through the Website (collectively, the "Services").

BrandO reserves the right to amend or otherwise modify this Privacy Policy at any time. Any amendments shall become effective immediately upon publication of the updated Privacy Policy on the Website, unless otherwise required by applicable law.

You are encouraged to review this Privacy Policy periodically to remain informed of any updates or changes. Except where required by applicable law, BrandO is under no obligation to provide any additional notice regarding amendments to this Privacy Policy.

By accessing or using the Website or the Services, you acknowledge that you have read, understood, and agree to the collection, use, disclosure, and other processing of your personal information as described in this Privacy Policy.

If you do not agree with the terms of this Privacy Policy, you must refrain from accessing or using the Website or the Services and should not provide any personal information to BrandO.

THE PURPOSES OF COLLECTION AND USE

BrandO may collect and process your personal information for one or more of the following purposes: provide its services; protect its rights and interests; comply with its legal obligations; detect any malicious or fraudulent activity; for advertising purposes; respond to requests of state bodies.

PERSONAL INFORMATION

For the purposes of this Privacy Policy, "Personal Information" means any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, online identifier, or one or more factors specific to that person's physical, physiological, genetic, mental, economic, cultural, or social identity.

Where necessary for the purposes described in this Privacy Policy, BrandO may collect and process the following categories of Personal Information:

Identity Information

Includes your first name, last name, previous names (where applicable), username, title, date of birth, gender, and other similar identifiers.

Contact Information

Includes your email address, telephone number, postal address, and other contact details that you voluntarily provide.

Technical Information

Includes your Internet Protocol (IP) address, login information, browser type and version, device identifiers, operating system, platform, browser plug-in types and versions, time zone settings, language preferences, and other technical information relating to the devices you use to access the Website.

Usage Information

Includes information regarding your interaction with the Website and the Services, including the full Uniform Resource Locator (URL), clickstream data, pages viewed, date and time of access, page response times, download errors, duration of visits, page interaction information (such as scrolling, clicks, and mouse movements), navigation paths, and similar analytical information. Depending on the circumstances, such information may or may not constitute Personal Information under applicable law.

Marketing and Communications Information

Includes your communication preferences and your preferences regarding receiving marketing materials, newsletters, service notifications, and other communications from BrandO.

HOW WE COLLECT, USE AND SHARE YOUR PERSONAL INFORMATION

BrandO may collect and use personal information about you as a result of your usage of the Services.

BrandO may use this information to deliver correct Website Materials on the Website, to optimize the Website Materials, to ensure the long-term viability of BrandO's information technology systems and Website technology, and to provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber-attack.

BrandO also collects, uses, and shares aggregated data, which may include statistical or demographic information. However, if the data has been de-identified and anonymized, the aggregated information may be used to make decisions about you without revealing your identity.

BrandO may, for example, combine your usage data to measure the proportion of users who have accessed a given Website feature or function. Whenever BrandO combines or connects aggregated data with your personal information in such a way that the combined data can be used to directly or indirectly identify you, BrandO considers the combined data to be personal information and will use the combined data in accordance with the terms of this Privacy Policy.

The legal basis for this use is BrandO's legitimate business interests, which include monitoring and enhancing the Website as well as protecting BrandO's company from hazards, as well as your agreement, which you provided when consenting to allow cookies to be accepted.

In accordance with the time limits of such cookies and the way they are set to expire, personal information will be stored and then either deleted automatically after a period of time (normally no more than one year) or de-identified for statistical purposes, in which case the anonymized information may be retained indefinitely.

Cookies are used in certain instances to collect some of the data listed above, and this data may contain information that cannot be used to identify you.

BrandO and other organizations may also access and use your personal information to conduct "know your client" ("KYC") checks, credit checks, and checks to prevent fraud, money laundering, and terrorist financing ("AML/CFT").

Your contact data may be used for communication purposes, including but not limited to email messaging (system email, marketing email, etc.).

BrandO may use any of your personal information required for the establishment, exercise, or defense of legal claims. This usage is justified on the basis of BrandO's legitimate interests, which include the protection and assertion of BrandO's legal rights, your legal rights, and the legal rights of third parties.

BrandO collaborates with businesses that assist in running its operations. Occasionally, BrandO may need to share some of your personal information with such partners in order for them to provide requested services. They will have access to your personal information solely to carry out the responsibilities assigned to them by BrandO.

Your personal information may be shared with service providers, affiliates, business partners, and other third parties that are involved in the process of service provision.

ACCESS OF THIRD PARTIES

Your personal information may be shared with third parties in order to comply with legal duties imposed on BrandO as a result of its activity or as necessary to fulfill the Services for which those third parties were engaged.

BrandO may authorize the use of your personal information with chosen third parties such as business partners, suppliers, service providers, agents, and contractors who are obligated to treat such information in accordance with the same precautions as BrandO does.

Additionally, BrandO may make use of third-party programs and software for the purposes of creating and maintaining mailing lists, collecting data through web forms, and transmitting social media links.

BrandO is not responsible for the privacy practices or policies of such third-party service providers. You are strongly advised to evaluate them to confirm that you consent to the gathering and use of your personal information by third parties in the manner indicated.

Additionally, BrandO may disclose or share your personal information with a third party as part of any business restructuring or reorganization, or if BrandO is required to share your personal information by law.

LINKS TO THIRD-PARTY WEBSITES

This Website may contain links to websites owned, operated, or controlled by third parties. These links are provided solely for your convenience. BrandO does not endorse or recommend, and is not responsible for, any products, services, or information available on or through such third-party websites.

BrandO disclaims any responsibility or liability for the content, information, materials, products, or services posted on, offered through, or otherwise made available via any third-party website linked to or from the Website.

BrandO makes no representations or warranties regarding the accuracy, quality, legality, security, availability, or reliability of any products, services, or information available through such third-party

websites. Furthermore, BrandO disclaims any liability for any defects, failures, or deficiencies in products or services offered or advertised by such third parties.

RETENTION OF PERSONAL INFORMATION

BrandO will retain your Personal Information for as long as necessary to fulfill the purpose(s) for which it was collected, as well as for any other related purposes permitted or required by applicable law.

Where BrandO processes your Personal Information for more than one purpose, BrandO will retain such information until the expiration of the longest applicable retention period. Once a particular purpose no longer requires the processing of your Personal Information, BrandO will cease processing it for that purpose while continuing to retain it where required for other lawful purposes.

The retention period for Personal Information is determined based on BrandO's business needs, legal obligations, and legitimate interests. Personal Information that is no longer required will either be securely deleted or irreversibly anonymized, in which case the anonymized information may be retained for statistical or analytical purposes.

COOKIES

Cookies are small text files that are stored on your device to help recognize your browser, remember your preferences, and improve your experience when using the Website.

Cookies may be used to administer the Website, analyze Website traffic, improve Website functionality, remember user preferences, and measure the effectiveness of advertising displayed on or through the Website and other websites.

Cookies may be either persistent (remaining on your device until deleted or until they expire) or session cookies (which are automatically deleted when you close your browser).

BrandO, its affiliates, third-party service providers, and business partners may use cookies and similar technologies to enhance your experience when using the Website.

BrandO may also use web beacons and similar technologies to monitor the use and performance of the Website. Web beacons are small electronic files that enable BrandO to collect certain information, including the IP address of the device accessing the Website, the Uniform Resource Locator (URL) of the page containing the web beacon, the date and time the page was viewed, the browser type, and other technical information relating to your interaction with the Website.

When BrandO sends HTML emails, web beacons may enable BrandO to determine whether such emails have been received and opened.

Cookies and web beacons do not, by themselves, contain or reveal personally identifiable information. However, if you choose to provide Personal Information, such information may be associated with data collected through cookies and web beacons.

Where required by applicable law, BrandO will obtain your consent before placing or using non-essential cookies on your device. You may manage your cookie preferences through your browser settings or the cookie preference tools made available on the Website.

LEGAL INFORMATION

This Privacy Policy has been prepared based on provisions of multiple legislations, including Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR).

YOUR RIGHTS

If you reside in the European Economic Area or the United Kingdom, you have certain rights under applicable legislation, and in particular under the GDPR. BrandO explains your rights below.

Right to Access

You have the right to request confirmation from BrandO as to whether or not your personal information is being processed, as well as a right of access to your personal information in certain circumstances.

Right to Rectification

You have the right to have inaccuracies in your personal information corrected and to have any gaps in your personal information completed. It is critical that BrandO maintains correct and up-to-date personal information about you. Please notify BrandO if your personal information changes.

Right to Erasure (Right to Be Forgotten)

You have the right to seek the deletion of your personal information on a general basis and under certain circumstances.

Right to Restrict Processing

In addition to seeking deletion, you have the right to request that your personal information be restricted from being processed under certain circumstances.

Right to Object to Processing

You also have the right to object to the processing of your personal information under certain circumstances.

Right to Data Portability

You have the right to request that BrandO provide you with the personal information you provided in a structured, commonly used, and machine-readable format, or to request that BrandO transmit it to another controller.

CHANGES TO THIS PRIVACY POLICY

BrandO reserves the right to amend or otherwise modify this Privacy Policy at any time by publishing the updated version on the Website.

You are responsible for reviewing this Privacy Policy periodically to remain informed of any changes.

Your continued access to or use of the Website or the Services after any changes to this Privacy Policy have been published constitutes your acknowledgment and acceptance of the revised Privacy Policy.

CONTACT INFORMATION

If you have any questions, requests, or concerns regarding this Privacy Policy, the Website, or the Services, or if you wish to exercise any of your rights relating to your Personal Information, please contact BrandO at: corporate@ltdbrando.com.