



Privacy Policy

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This policy explains what personal information Trend Markets collects, how we use and protect it, and the choices you have.

Overview

Trend Markets ("we", "our", "us") respects your privacy. This Privacy Policy explains what information we collect when you use trendmarkets.us, how we use it, who we share it with and what rights you have.

By registering and using Trend Markets you agree to the collection and use of your information as described here. If you do not agree, please stop using the Platform.

Information We Collect

- **Account information:** full name, e-mail address, phone number (including your M-Pesa number), password (stored only as a secure hash) and your referral code
- **Identity verification (KYC):** full legal name, date of birth, document type and number, photos of your ID document and a selfie, where verification is requested
- **Financial information:** deposit and withdrawal history, amounts, payment references and payout phone numbers or crypto addresses you provide. We do not store card numbers or M-Pesa PINs
- **Trading data:** Demo and Real trades, stakes, results, Auto trading settings (Take Profit, Stop Loss, Multiplier) and balances
- **Security data:** login history, IP address, browser and device information, two-factor authentication settings and security events
- **Communications:** messages you send in the Support chat, review requests, and delivery records of e-mails and push notifications we send you
- **Referral data:** who referred you and who you referred, and the commission earned

How We Use Your Information

- Creating and managing your account, including e-mail verification and sign-in
- Processing deposits, withdrawals and trades, and keeping your balances accurate
- Verifying identity and meeting security, anti-fraud and anti-money-laundering obligations
- Detecting and preventing fraud, abuse, multiple accounts and unauthorised access
- Sending service e-mails (codes, welcome, deposit, withdrawal, KYC, security alerts) from transaction@trendmarkets.us
- Sending promotions, news and alerts from marketing@trendmarkets.us and push notifications, where you have not opted out
- Providing support through the in-app Support chat and handling suspension reviews
- Operating, securing and improving the Platform, and complying with the law

Information Sharing

We do not sell your personal information. We share it only where needed:

- **Payment partners:** PayHero and PalPlus (M-Pesa), and crypto networks, to process your deposits and withdrawals
- **Service providers:** our e-mail and hosting providers, which deliver messages and run the Platform on our behalf
- **Legal and safety:** authorities or regulators where the law requires, and to protect users, prevent fraud or enforce our Terms
- **Business transfers:** a successor, if the business is sold or reorganised

Service providers may use your data only to provide their service to us and must keep it secure.

Data Security

- Encrypted (HTTPS) connections between your device and our servers
- Passwords are hashed and never stored in plain text
- Optional two-factor authentication with an authenticator app, plus e-mail alerts for new logins and password changes
- Automated monitoring of account and database activity to spot unusual behaviour
- Access to user data limited to authorised staff

No system is perfectly secure. Keep your password and 2FA codes private - we will never ask you for them.

Cookies & Local Storage

We use cookies and browser storage to keep you signed in, remember preferences such as light or dark theme and your referral link, protect against fraud and make the Platform work as an installable app (PWA). If you block them, parts of the Platform - including staying signed in - may not work.

E-mail & Push Notifications

Service e-mails are part of running your account and are always sent. Promotional e-mails and push notifications are optional: you can switch push notifications off in your browser or device settings, and ask the Support chat to stop promotional e-mails.

Data Retention

We keep your information while your account is active and for up to **7 years** after closure where needed for financial-record, anti-money-laundering and legal reasons. Trading and transaction records may be kept longer where the law requires. Identity documents are kept only as long as needed for verification and compliance.

Your Rights

Depending on where you live, you may have the right to:

- **Access** the personal data we hold about you
- **Correct** inaccurate or incomplete data (your profile can be edited under My Account)
- **Delete** your data, subject to our legal retention duties



- **Restrict or object** to certain processing, including promotional messages
- **Receive** a copy of your data in a portable format

To use these rights, send a request through the Support chat inside your dashboard. We may need to verify your identity first.

Age Limit

Trend Markets is strictly for people aged **18 or over**. We do not knowingly collect information from anyone under 18. If we learn that a minor has registered, we will close the account and delete the data we are allowed to delete.

Policy Updates

We may update this policy to reflect changes in our practices or the law. Significant changes will be announced on the Platform or by e-mail. Continued use after an update means you accept the revised policy.

Contact Us

For any privacy question or request, use the **Support chat** inside your Trend Markets dashboard.

Trend Markets - trendmarkets.us

Need help?

Open the **Support chat** inside your Trend Markets dashboard. Policies: trendmarkets.us/pages/terms.html · [/pages/privacy.html](https://trendmarkets.us/pages/privacy.html) · [/pages/risk.html](https://trendmarkets.us/pages/risk.html)