

Marathon Trends Advisory Private Limited Privacy Policy

At Marathon Trends Advisory Private Limited, we take your privacy seriously. As a registered investment adviser, we are committed to safeguarding any information you submit through our website (“Site”) and the services available on our platform (“Platform”). Here’s a summary of our privacy practices:

- **User Consent and Agreement:**
 - By providing your personal information through our Platform, you acknowledge your familiarity with and consent to the terms of this Privacy Policy.
 - We collect, use, and disclose information in accordance with this Policy.
- **Information You Provide:**
 - When you contact us via email or provide feedback, we collect your name, email address, and other relevant content.
 - If you share personal and financial details (such as age, investments, PAN, and phone number), we collect this information while you use our services.
 - Please ensure the accuracy of the data you provide. Notify us promptly if any information is incorrect or incomplete.
- **Technology-Based Information Collection:**
 - We may collect information via technology, such as cookies or analytics tools.
 - This helps us improve our services and enhance your experience on our Platform.
- **Third-Party Access:**
 - Occasionally, we may permit our group companies, affiliates, subsidiary companies, and third parties to use our Platform to offer their products and services to you.
 - Rest assured that we prioritize your privacy and security.
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- **Information Collection:**
 - We collect data such as your browser type, operating system, Internet Protocol (IP) address, and domain name.
 - This helps us analyze specific online activities and improve our services.
- **Third-Party Service Providers:**
 - We may engage third-party service providers to assist us in analyzing visitor activity on our Platform.
 - These providers may use cookies and other technologies to enhance our services.
- **Use of Personal Information:**
 - We utilize personal information to:
 - Identify you as a user in our system.
 - Improve Platform management and service delivery.
 - Fulfill requested services.
 - Enhance your overall experience.
 - Communicate via email and other channels.
 - Conduct surveys, share newsletters, and offer relevant marketing materials.
 - Safeguard our users and services.
 - Perform market analysis and research.
 - Prevent and detect fraud or illegal activities.
- **Data Utilization and Sharing:**

- We collect demographic information, financial details (such as bank account information), and other relevant data (like PAN/Aadhar) for regulatory purposes (e.g., KYC, AML) as mandated by SEBI and RBI regulations.
- Your investment-related information (e.g., holdings, returns) is used for tracking purposes within Marathon Trends Advisory Private Limited.
- **Disclosure to Third Parties:**
 - We occasionally disclose personal information to governmental, judicial, or regulatory bodies as required by applicable laws, including cyber laws.
 - To provide services and perform technical functions, we may share your information (including personal data) with third parties, including our group companies.
- **Third-Party Websites:**
 - When you click on external links, you leave our Platform.
 - Be aware that external websites and their content are beyond our control. We do not review them, and our Privacy Policy does not apply to them.
- **Cookies:**
 - Our website may use cookies for technical reasons:
 - Storing user preferences.
 - Enhancing navigation.
 - If you choose to disable cookies in your browser, it may impact your experience on our platform.

Security of Your Information

At Marathon Trends Advisory Private Limited, we prioritize the security and privacy of your Personal Information. Here's how we safeguard your data:

1. **Technical, Operational, and Physical Controls:**
 - We maintain suitable security controls and measures to protect all relevant information.
 - Our practices align with industry standards, and we regularly review and enhance our security technologies and procedures.
2. **Unauthorized Access Prevention:**
 - We protect your personal information from unauthorized access, use, or disclosure.
 - Despite our efforts, unauthorized individuals may misuse sensitive data, but we remain vigilant.
3. **Breach Notification:**
 - If there is a breach of our security controls resulting in unauthorized access to your information, we will inform you (subject to applicable law and cooperation with relevant authorities).
4. **Retention of Data:**
 - We retain data as permitted by law and necessary for effective service delivery.
5. **Policy Amendments:**
 - While our current Privacy Policy is valid, we reserve the right to modify any section at any time.
 - Stay informed by periodically reviewing our policy on our website.

Contact Information :

Marathon Trends Advisory Private Limited welcomes your grievances, comments or questions regarding the terms of this Privacy Policy, the Platform, or the Services. Please e-mail us at grievances@marathontrends.com or contact our grievance officer at the following address:

Marathon Trends Advisory Private Limited

Office No.- 602, 6th floor, Landmark Platinum,

Plot No. 337/338, Corner of S.V Road & 34th Road,

Khar (W), Mumbai - 400052

Personal Information:

Personal Information encompasses any data related to a natural person.

It can directly or indirectly identify an individual, especially when combined with other available information.

Examples include names, addresses, phone numbers, and other personally identifiable details.

Anonymous Information:

Anonymous information refers to data that does not directly or indirectly identify an individual guest or user.

It cannot reasonably be used to identify a specific person.

Internet Protocol (IP):

Internet Protocol (IP) is the primary set of digital message formats and rules used for exchanging messages between computers.

It operates across a single network or a series of interconnected networks, using the Internet Protocol Suite (often referred to as TCP/IP).

Messages are exchanged as datagrams (data packets).