



Privacy Policy

This Privacy Policy describes how the ValueExchange collects, uses and discloses information, and what choices you have with respect to the information.

This Privacy Policy does not apply to any third-party applications or software that integrate with the Services through the ValueExchange, or any other third-party products, services or businesses.

Information We Collect

We are committed to respecting your privacy and recognize your need for appropriate protection and management of any personally identifiable information you share with us. When you interact with us through the Services, we collect certain information from you when you voluntarily provide such information. Such 'Personal Information' we collect may include, but is not limited to, a first and last name, country of citizenship, phone number, physical address, email address, company name and position, or other contact information that we may request to comply with regulatory requirements. We may use your email address account to send updates, newsletter or news regarding our services.

How We Disclose And Share Information

We consider your information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may share your information with certain third parties, as set forth below:

For external processing: We provide personal information to our trusted businesses or persons to process it for us, based on our instructions and in compliance with all appropriate confidentiality and security measures. For example, we may use service providers to help us with customer support; or we may use an external software platform for data analysis and reporting.

With Corporate Affiliates: The ValueExchange may share your information with its corporate affiliates, parents and/or subsidiaries.

For legal reasons: We will share personal information outside of the ValueExchange if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- Meet any applicable law, regulation, legal process or enforceable governmental request.
- Enforce applicable Terms of Service, including investigation of potential violations.
- Detect, prevent or otherwise address fraud, security or technical issues.
- Protect against harm to the rights, property or safety of the ValueExchange, our users or the public as required or permitted by law.

With Consent: the ValueExchange may share your Information with other groups or for other reasons when we have consent to do so.

We may share non-personally identifiable information publicly and with our partners – such as sponsors, partners or rights holders. For example, we share responses to individual survey questions with sponsoring banks: but always with all personally-identifiable data removed.

We may also disclose aggregated user statistics to current and prospective business partners, and to other third parties for other lawful purposes. For example, we may share aggregated or de-identified information on market trends or survey results in a specific country or market sector.

If the ValueExchange is involved in a merger, acquisition or sale of assets, we'll continue to ensure the confidentiality of your personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Web Cookies

A 'Web Cookie' is a string of information that a website stores on a user's computer that the user's browser provides to the website each time the user uses the site. We may employ cookies and similar technologies to keep track of the pages that users visit during visits to our web and mobile sites; and to help increase the usability of our products.

Users who do not wish to have web cookies placed on their computers should set their browsers to refuse web cookies before accessing our web and mobile sites, with the understanding that certain features of the site may not function properly without the aid of web cookies. Users who refuse web cookies assume all responsibility of any resulting loss of functionality.

Our Legal Basis for Handling Your Personal Data

When you provide responses, submit, store, send or receive content to or through our Services, you give the ValueExchange (and those we work with) a worldwide licence to use, host, store, reproduce, modify, create derivative works (such as those resulting from translations, adaptations or other changes that we make so that your content works better with our Services), communicate, publish, publicly perform, publicly display and distribute such content. The rights that you grant in this licence are for the limited purpose of operating, promoting and improving our Services, and to develop new ones. This licence continues even if you stop using our Services.

Our automated systems analyse your content (including your survey responses) to provide you with personally relevant insights and data, such as customised search benchmark data and market averages. This analysis occurs as the content is sent, received and when it is stored.

Age Limitation

To the extent prohibited by applicable law, the ValueExchange does not knowingly collect personal information from children under the age of 18. If you learn that anyone younger than 18 has unlawfully provided us with personal data, please contact us at info@thevalueexchange.co and we will take steps to delete such information.

Data Retention

We generally retain personal data for so long as it may be relevant to the purposes identified herein. To dispose of personal data, we may anonymize it, delete it, or take other appropriate steps. Data may persist in copies made for backup and business continuity purposes for additional time.

Your Data Rights and Choices

Individuals located in certain countries have certain statutory rights in relation to their personal data. Subject to any exemptions provided by law, you have the right to request access to your personal information, as well as to seek to update, delete, restrict the use of, or correct this information. You can usually do this using the settings and tools provided in your Services account. You may also click the “unsubscribe” link in any of our marketing materials. If you cannot use the settings and tools or have any issues or questions, please contact our customer support at info@thevalueexchange.co for additional access and assistance.

Changes to This Privacy Policy

The ValueExchange may change this Privacy Policy from time to time as laws, regulations and industry standards evolve, or we may make changes as our business and operations develop. We will post the changes to this page and encourage you to review our Privacy Policy to stay informed. If you disagree with the changes to this

Privacy Policy, we encourage you to contact us at info@thevalueexchange.co, and (in the case no solution can be reached) you should deactivate your Services account.

Contacting Us

Please also feel free to contact us at any time if you have questions about this Privacy Policy or the information practices of the Services. You may reach us at info@thevalueexchange.co.