

## **rebel Financial Privacy Policy**

**Effective Date: August 27<sup>th</sup>, 2024**

At rebel Financial, your privacy is of utmost importance to us. This Privacy Policy outlines how rebel Financial (“rF,” “we,” “our,” or “us”) collects, uses, discloses, transfers, and stores your personal data when you interact with us through our website, in person, or through our services. Please take a moment to familiarize yourself with our privacy practices and contact us if you have any questions.

### **Introduction to Our Privacy Practices**

We are committed to safeguarding your personal data and ensuring transparency in how we handle it. Our practices adhere to applicable privacy laws, and we strive to provide the same level of privacy protection regardless of where you reside. This Privacy Policy applies to all personal data that we process and provides a detailed overview of our data handling practices.

### **Your Privacy Rights at rebel Financial**

At rebel Financial, we empower you with the following privacy rights:

- **Right to Know:** You have the right to know what personal data we collect, how we use it, and with whom it is shared.
- **Right to Access:** You can request a copy of the personal data we have collected about you.
- **Right to Correct:** You have the right to request that we correct any inaccuracies in your personal data.
- **Right to Delete:** You may ask us to delete your personal data, subject to certain legal exceptions.
- **Right to Restrict Processing:** You can request that we limit the processing of your personal data under certain circumstances.
- **Right to Data Portability:** You have the right to request that we provide your personal data in a commonly used, machine-readable format.
- **Right to Object:** You can object to the processing of your personal data, including for marketing purposes.

To exercise any of these rights, you can contact us directly at [insert contact information]. We are committed to responding to your requests promptly and will provide you with the necessary information within the timeframes established by law.

### **What is Personal Data at rebel Financial?**

Personal data refers to any information that identifies or can be used to identify you, directly or indirectly. We treat all data that could reasonably be used to identify you as personal data. This includes:

- **Direct Identifiers:** Such as your name, email address, physical address, phone number, or other contact information.
- **Account Information:** Your account status, registration details, passwords, and any communication preferences you have provided.
- **Financial Information:** Your billing details, credit card information, bank account data, and any other financial data necessary to process transactions.
- **Transaction Information:** Data related to purchases, services requested, and any transactions you have made with us.
- **Usage Data:** Information about how you use our website, including browsing history, search history, and interaction patterns.
- **Device Information:** Details such as your IP address, browser type, operating system, device identifiers, and other technical information.
- **Location Data:** Both precise and general location data collected to provide location-based services or comply with regulatory requirements.

We may collect personal data from you directly, from your use of our services, or from third-party sources.

## How We Collect Personal Data

### 1. Direct Interactions:

We collect personal data directly from you when you:

- Register for an account, sign up for newsletters, or subscribe to services on our website.
- Fill out forms or surveys, participate in promotions or contests, or request customer support.
- Communicate with us via email, phone, chat, social media, or in person.
- Use features on our website or through our services that require personal data to function.

### 2. Automated Technologies:

We use cookies, web beacons, and other tracking technologies to automatically collect data when you interact with our website or use our services. This data includes:

- Information about your device, browsing actions, and usage patterns.
- Data collected through log files, cookies, and similar technologies to understand user behavior and preferences.
- Details about your interaction with advertisements or content on our website.

### 3. Third-Party Sources:

We may receive personal data from third parties, including:

- Our partners, such as financial institutions or marketing affiliates, who may provide us with data to enhance our services.
- Public databases, government records, and other publicly accessible sources.
- Third-party vendors or service providers who assist us in delivering our services, conducting marketing, or managing our operations.

## **How We Use Your Personal Data**

We use your personal data for the following purposes:

### **1. Service Delivery and Improvement:**

We process your personal data to provide the services you have requested, such as:

- Facilitating transactions, managing your account, and delivering customer support.
- Customizing and personalizing your experience, including tailoring content, advertisements, and recommendations based on your preferences.
- Enhancing our website and services, conducting internal audits, and performing data analysis and troubleshooting.

### **2. Communication with You:**

We use your personal data to communicate with you about:

- Your account status, transactions, and any updates or changes to our services.
- Promotional offers, newsletters, surveys, and other information that may be of interest to you. You can opt out of receiving marketing communications at any time.

### **3. Compliance with Legal Obligations:**

We may process your personal data to comply with applicable laws, regulations, and legal requests, such as:

- Responding to subpoenas, court orders, or other lawful requests from government authorities.
- Ensuring compliance with regulatory requirements and maintaining accurate records.

### **4. Security and Fraud Prevention:**

We process your data to protect our clients, employees, and business operations from fraudulent or malicious activities. This includes:

- Monitoring and investigating suspicious activities and transactions.
- Implementing security measures, such as encryption, access controls, and network monitoring.

### **5. Research and Analytics:**

We use your data to conduct research, analyze trends, and improve our services. This includes:

- Analyzing usage data to understand how our services are used and identify areas for improvement.
- Developing new products, features, or services based on feedback and user behavior.

### **6. Personalization and Customization:**

We use personal data to provide personalized experiences, including:

- Tailoring content, offers, and recommendations to your preferences.
- Enabling you to access customized features or services that enhance your experience.

### **7. Consent-Based Activities:**

We may process your personal data for additional purposes with your explicit consent, where required by law.

### **Sharing of Personal Data**

We do not sell or rent your personal data to third parties. We may share your data in the following circumstances:

- **Service Providers:** We may engage third-party vendors to assist with data processing, storage, and service delivery. These vendors are required to protect your personal data in accordance with this Privacy Policy and applicable laws.
- **Business Partners:** With your consent, we may share data with partners for joint marketing activities or co-branded services. Any such partners are obligated to handle your personal data responsibly.
- **Legal Obligations:** We may disclose your data if required to do so by law, in response to a valid legal request, or to protect the rights and safety of our clients, employees, or the public.
- **Business Transfers:** In the event of a merger, acquisition, restructuring, or sale of assets, your data may be transferred to the relevant parties as part of that process.

### **Protection of Personal Data at rebel Financial**

At rebel Financial, we take the security of your personal data seriously. We implement a range of security measures to protect your data from unauthorized access, disclosure, or misuse, including:

- **Data Encryption:** All sensitive data is encrypted both in transit and at rest using advanced encryption standards.
- **Access Controls:** We limit access to personal data to authorized personnel who need it to perform their duties and require strict confidentiality agreements.
- **Regular Audits and Monitoring:** Our systems are continuously monitored, and regular audits are conducted to ensure compliance with our security policies and industry standards.
- **Incident Response Plan:** In the event of a data breach, we have a comprehensive incident response plan to quickly identify, contain, and mitigate the impact of the breach, and notify affected individuals as required by law.

### **Cookies and Other Technologies**

We use cookies and similar technologies on our website to enhance your experience, understand user behavior, and support our marketing efforts. Cookies help us:

- Keep track of your preferences and improve the functionality of our website.
- Analyze website traffic and user behavior to optimize our content and offerings.
- Deliver targeted advertisements based on your interests.

You can manage your cookie preferences through your browser settings.

## **Children and Personal Data**

Our services are not intended for children under the age of 13, and we do not knowingly collect personal data from children. If we become aware that a child's data has been collected without parental consent, we will take steps to delete such information promptly.

If you are a parent or guardian and believe your child has provided us with personal data, please contact us immediately at [support@rebelfinancial.com](mailto:support@rebelfinancial.com) or by phone at 614-441-9605.

## **International Transfers of Personal Data**

Your personal data may be transferred to, and processed in, countries outside of your country of residence. We have implemented appropriate safeguards to ensure that such transfers comply with applicable data protection laws and maintain the security of your data, including:

- **Standard Contractual Clauses:** We use standard contractual clauses approved by regulators to ensure adequate protection of your data when transferred internationally.
- **Data Processing Agreements:** We require third parties who handle your data on our behalf to comply with strict data protection requirements and provide adequate safeguards for international transfers.

## **Retention of Personal Data**

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including complying with legal, accounting, or reporting obligations. When determining retention periods, we consider:

- The nature, sensitivity, and purpose of the data.
- The potential risk of harm from unauthorized use or disclosure.
- Legal or regulatory requirements and our contractual obligations.

Once your personal data is no longer needed, we will securely delete or anonymize it in accordance with our data retention policies.

## **Our Companywide Commitment to Your Privacy**

We are committed to maintaining the privacy of your personal data. Our employees are trained on our privacy practices and must adhere to our strict privacy and security policies. We regularly review and update our practices to ensure compliance with applicable laws and to address emerging risks and threats.

## **Privacy Questions and Contact Information**

If you have questions or concerns about this Privacy Policy or your personal data, you can contact us at:

rebel Financial  
5940 Clyde Moore Dr, Suite C  
Groveport, Ohio 43125  
Email: [support@rebelfinancial.com](mailto:support@rebelfinancial.com)  
Phone: (614) 441-9605

We take privacy inquiries seriously and strive to respond promptly to any questions or concerns you may have.

## **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or other factors. When we make significant changes, we will notify you by posting a notice on our website or by directly contacting you. Your continued use of our services following any changes constitutes your acceptance of the updated policy.

**Last Updated: August 27<sup>th</sup>, 2024**