



1. Data Controller

Valden Systems

Kellerskopfweg 15

65931 Frankfurt am Main, Germany

Email: **support@valdensystems.com**

Phone: **+49 163 9517121**

The controller responsible for the processing of personal data on this website is the above-named operator (“we”, “us”, “our”).

2. Scope and Purpose of Data Processing

We collect and process personal data from visitors, users, prospective customers, and customers who:

- visit our website (valdensystems.com);
- contact us through forms, email, phone, or social media;
- book or request consultation calls;
- place orders or purchase our products or services;
- use, activate, or request setup assistance for our products; or
- otherwise interact with Valden Systems.

Personal data is processed for purposes including:

- responding to inquiries and consultation requests;
- processing orders and payments;
- delivering, licensing, activating, and supporting purchased products;
- providing setup and installation assistance;
- managing customer relationships and communication;
- preparing and conducting sales or support calls;
- operating, securing, analyzing, and improving our website, services, and offers;
- conducting marketing and advertising activities where permitted; and
- fulfilling contractual, pre-contractual, and legal obligations.

We do not sell personal data or disclose personal data to third parties for their own independent marketing purposes. Personal data may be shared with service providers where necessary to operate our website, process payments, deliver or support our



products and services, conduct permitted analytics or advertising activities, or fulfill legal obligations, as described below.

3. Categories of Data Processed

Depending on your interaction with us, we may process:

- Identification data (such as name)
- Contact data (such as email address and phone number)
- Form and communication data (such as messages, inquiries, and submitted information)
- Consultation and qualification data (such as trading experience, goals, preferences, and information voluntarily provided during consultations)
- Technical and usage data (such as browser type, device information, IP address, session data, cookies, and website usage)
- Payment data, where applicable, processed primarily by our payment providers
- Order and transaction data (such as products purchased, order details, transaction status, and invoices)
- License and setup data (such as MT5 account number, time zone, email address, and, where required for phone-based setup, name)
- Social-media communication data where you interact with Valden Systems through third-party platforms

Additional information voluntarily provided by a customer, including information supplied for technical support or a claim under the Prop-Safe Drawdown Guarantee, may also be processed where necessary to handle the relevant request.

4. Legal Basis for Processing

We process personal data on the following legal bases, depending on the purpose of processing:

- Article 6(1)(b) GDPR (contract and pre-contractual measures), including processing orders, delivering purchased products and services, managing licenses, and providing customer support.
- Article 6(1)(f) GDPR (legitimate interests), including customer relationship management, responding to inquiries, preventing misuse, and improving our services.
- Article 6(1)(a) GDPR (consent), where consent is required, including certain marketing communications and non-essential cookies.



- Article 6(1)(c) GDPR (legal obligation), where processing is required to comply with applicable legal, tax, accounting, or record-keeping obligations.

You may withdraw consent or object to data processing based on legitimate interest at any time.

5. Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected or as required by applicable law.

Customer, order, transaction, invoice, and contractual data may be retained for applicable statutory retention periods.

Consultation, communication, support, and CRM data are retained for as long as reasonably necessary to manage prospective-customer and customer relationships.

License and setup data may be retained for as long as necessary to provide and administer the applicable software license, setup, updates, and support.

Technical, analytics, advertising, and cookie-related data are retained according to the applicable settings and retention periods of the relevant service providers.

Where personal data is no longer required and no legal basis requires continued storage, it will be deleted or anonymized where appropriate.

6. Data Storage and Access

Personal data may be stored and processed within Wix and its integrated systems, as well as by the third-party platforms and service providers used for the relevant interaction or service.

For example, communications made through social-media or messaging platforms may remain stored on the respective platform.

Access to personal data within Valden Systems is limited to the business owner and authorized team members where access is necessary for their responsibilities.

Personal data may also be processed by the service providers identified below where necessary to provide their respective services.

7. Data Sharing and Processors



We use third-party service providers and platforms where necessary to operate our website, process payments, communicate with customers, deliver and support our products, analyze website usage, and conduct advertising.

These may include:

- **Wix.com Ltd. and affiliated Wix services** — website hosting, CRM, forms, checkout, analytics, email marketing, and related website services.
- **PayPal** — payment processing where selected by the customer.
- **Wix Payments and supported payment providers, including Klarna** — payment processing and checkout services.
- **Usercentrics GmbH** — cookie and consent management.
- **Google Analytics** — website analytics and usage measurement, subject to applicable consent requirements.
- **TikTok advertising services** — advertising measurement, attribution, and marketing activities, subject to applicable consent requirements.
- **EA Connect** — delivery, connectivity, licensing, or operation of EA-related services. Where required to provide these services, Valden Systems may provide EA Connect with customer information such as name and email address.
- **Social-media and communication platforms**, including TikTok, Instagram, WhatsApp, Pinterest, and Discord — where users communicate or interact with Valden Systems through those platforms.

The respective providers process personal data in accordance with their own privacy information and applicable data-protection requirements.

Some providers may process personal data outside the European Economic Area. Further information regarding international transfers is provided below.

8. Cookies and Tracking

Our website uses cookies and similar technologies. Usercentrics is used to manage consent for non-essential cookies and tracking technologies.

Where consent is required, analytics and advertising technologies are activated only in accordance with the user's consent choices.

We may use Wix Analytics and Google Analytics to understand website usage and improve our website and services. We may also use TikTok advertising technologies for advertising measurement, attribution, and marketing purposes.



Depending on the service and consent provided, these technologies may process information such as IP address, device and browser information, pseudonymous identifiers, website interactions, and usage data.

You can review or withdraw your cookie and tracking choices at any time through the consent-management options available on our website.

9. Newsletters and Marketing Communication

Where you subscribe to our newsletter or otherwise consent to receiving marketing communications, we may process your name and email address for this purpose using Wix Email Marketing.

Marketing communications are sent on the basis of the applicable legal requirements and, where required, your consent.

You may unsubscribe from marketing emails at any time using the unsubscribe link included in the relevant email or by contacting us.

10. Data Subject Rights

Subject to the applicable requirements of the GDPR, you may have the following rights:

Right of access (Art. 15 GDPR)

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Right to rectification (Art. 16 GDPR)

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Right to erasure (Art. 17 GDPR)

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Right to restriction of processing (Art. 18 GDPR)

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Right to data portability (Art. 20 GDPR)

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Right to object (Art. 21 GDPR)

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Right to withdraw consent at any time (Art. 7(3) GDPR), without affecting the lawfulness of processing carried out before withdrawal

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Right to lodge a complaint with a competent supervisory authority

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To exercise your rights, contact us at support@valdensystems.com.

Requests will be handled within the periods required by applicable data-protection law.

11. Data Security

We take appropriate technical and organizational measures to protect personal data against unauthorized access, loss, misuse, alteration, or disclosure.



Our website uses SSL encryption, and the service providers we use maintain their own technical and organizational security measures. Access to personal data within Valden Systems is restricted to authorized persons where required for their responsibilities.

12. International Data Transfers

Some of the service providers and platforms used by Valden Systems may process personal data outside Germany or the European Economic Area, including in countries such as the United States or Israel.

Where personal data is transferred to a country outside the European Economic Area, such transfers are carried out in accordance with applicable data-protection requirements. Depending on the provider and destination, appropriate safeguards may include an adequacy decision under Article 45 GDPR, Standard Contractual Clauses under Article 46 GDPR, or another legally recognized transfer mechanism.

13. Supervisory Authority

You have the right to lodge a complaint with your local data protection authority.

For Valden Systems (based in Frankfurt am Main), the competent authority is:

Der Hessische Beauftragte für Datenschutz und Informationsfreiheit (HBDI)

Gustav-Stresemann-Ring 1, 65189 Wiesbaden, Germany

<https://datenschutz.hessen.de>

14. Changes to This Policy

We may update this Privacy Policy periodically to reflect legal or operational changes.

The latest version will always be available on this page.