

The www.universumars.com Cookie Policy is designed to protect your privacy. This document applies to the services provided by Universum Ars ("we" or "Company") and our website, product pages, mobile and web applications, and other digital products linked to this Policy. It explains how we collect information about users of our services ("users" or "you"), including personally identifiable information ("Personal Information"), and how we use that information.

The Policy applies to any user or visitor to our services and we reserve the right to make changes to it at any time. Any changes will be posted on this page, and/or sent to your primary email address associated with your account. We encourage you to periodically check this Policy for updates. Changes are effective when they are posted on the page.

Our Policy applies to your information when you visit our website or use our services. We only collect and process information where there is a lawful basis such as your consent, contract or legitimate interest. Please note that this Policy does not apply to websites, applications, products or services not affiliated with us. For cryptocurrency transactions, we use third party wallets such as MetaMask, whose processing of your information is governed by their own privacy policies.

What information do we collect?

When you use or interact with our services, we collect information that you directly provide to us. This may include the following:

- Your use of or visit to the services.
- Registering for services, creating an account or profile.
- Subscribing to a newsletter.
- Requesting technical support.
- Other interactions with the services that require you to provide personal information.
- Contacting us through the services or other means of communication.

You may refuse to provide the information requested, but doing so may limit your ability to use the services.

The information you provide may include:

- Email address, cryptographic address signature, and other data provided during the account creation process.
- Survey responses requested for research or management purposes.
- Information provided to subscribe to marketing communications.
- Other data voluntarily provided.

In some cases, we may also receive information about you from third-party sources, such as exchange platforms, in order to facilitate transactions in which you participate through our services.

In addition, we automatically collect the following "Technical Information" as part of our services:

- Device Data, such as your device type, advertising ID and other hardware identifiers, browser used, operating system, and approximate location.

- Usage data, including search queries entered, pages viewed, and other analytics data about your interaction with the services.
- Network and internet information such as URLs, IP addresses, bounce rates, active ports, number of sessions, clickstreams, location and network/Wi-Fi hotspots.
- Information collected using cookies and other tracking technologies. You can find out more about this in the "How we use tracking technologies" section below.

How do we use the information we collect?

We use the information collected for the following purposes:

- To provide and improve the services and your overall user experience.
- To protect, investigate, and prevent fraudulent, unauthorized, or illegal activities.
- Linking or combining user information with other personal information.
- Comparing and verifying the accuracy of information and updating our records.
- Sending emails, text messages, or other communications with information and updates about us and services.
- Responding to your comments, questions and providing customer service.
- Sending information including confirmations, invoices, technical notices, updates and security alerts.
- Analyzing your use of the services using tools such as Google Analytics to understand traffic patterns and identify problems.
- Creating targeted advertisements to promote the services and attract new users.
- Complying with legal requirements or responding to legal requests.
- Protecting our users, the lives of others, and the rights and property of the company.
- Maintaining the security of the services.
- Any other purposes with your consent.

Do we disclose your personal information?

In addition to the specific instances described elsewhere in our privacy policy, we may disclose personal information in the following situations:

- Our affiliates and subsidiaries.
- To third parties that provide services in support of our core business functions and internal operations, such as database administrators, cloud computing and application service providers.
- As part of audit, compliance and corporate governance.
- When there is a change in ownership or control of all or part of our business, such as in a merger, acquisition, reorganization or bankruptcy.
- If we honestly believe that access, use, storage or disclosure of such information is necessary to detect or protect against fraud or security breaches. It may also be necessary to accomplish the purposes for which you provided the information or with your consent or at your direction.

How do we use tracking technologies?

Some features of our services may require the use of "cookies," which are small text files that are stored on your device's hard drive. You have the ability to delete or block all cookies on our services, but some parts of them may no longer work. We strive for transparency in the use of cookies. Below are the different categories of cookies we may use and your options for managing your cookie settings:

Our external analytics service providers may use "cookies," pixel tags, and other tracking technologies to collect and store technical information to be used in accordance with our privacy policy.

How do we protect your personal information?

We take reasonable steps to protect your personal information from unauthorized access, alteration, disclosure, misuse or destruction. Despite this, no data transmission or storage system can be completely secure. The security of your personal information is also up to you. If you have an account on our website, you are responsible for the storage of your membership data. We encourage you to take steps to ensure the security of your personal information by not disclosing your password and logging out of your account after each use. We also employ certain technological security measures, such as encryption and firewalls, to protect your personal information from potential security breaches. However, these measures cannot guarantee the absolute protection of your information. By using our services, you recognize and accept these risks.

Data Storage

We retain your personal information for as long as you use our services, you have an account with us, or for as long as necessary to fulfill the purposes set out in our privacy policy, or until you ask us to delete that information. This includes data provided by you or others and data created or obtained as a result of your use of our services.

Managing your privacy

All users have the ability to review, update, correct or delete their personal information provided in their account by contacting us at contacts@universumars.com or by accessing their account. For your security, we may only share and update personal information associated with the email address you used to submit your request, and we may require verification of your identity before doing so. We endeavor to respond promptly to such requests. If you completely delete all of your personal information, your account may be deactivated. If you wish to delete your account, you may do so on your account page and any personally identifiable information will be deleted as soon as possible or as required by applicable law. Please note that we may retain information in anonymized or aggregated form, archived or backed up, in accordance with record retention obligations or as required by law. We may also retain archived copies of your data as required by law or for legitimate business purposes.

We may use some of the information we collect for marketing purposes, including sending you promotional communications about new features, products, events or other company opportunities. If you wish to stop receiving such communications or opt out of having your information used for these purposes, you may use the opt-out instructions, such as by clicking the "Unsubscribe" button (or similar unsubscribe language) in the communications. You may also contact us at contacts@universumars.com to unsubscribe.

Notwithstanding your email preferences, we may send you service communications, including notices of updates to our terms of service or privacy policy.

Children under the age of 16

Our services may only be used by persons who are 16 years of age or older, and we do not specifically collect personal information about persons under 16 years of age without their parent's consent. If you believe that we have inadvertently collected personal information about a person under the age of 16, please contact us at contacts@universumars.com and we will promptly delete the information.

Third Party Direct Marketing

We do not currently share personal data with third parties for direct marketing without your consent.

Contacting us

If you have any questions about this policy, your personal information or our services, please contact contacts@universumars.com.

Your rights (European residents)

Under the laws of certain jurisdictions, data subjects have various rights in relation to the processing of their personal information, including:

1. The right to withdraw consent.
2. The right to access their information.
3. The right to have the information corrected or updated.
4. The right to have the information deleted.
5. The right to temporarily block the processing of information.
6. The right to export information.
7. The right to object to the processing of information for direct marketing or on the grounds of legitimate interests.
8. The right to lodge a complaint with a data protection authority.

If we are a data controller in your jurisdiction, we are committed to ensuring that your rights are enforced in accordance with the law. To do so, contact us at contacts@universumars.com. Please note that some rights may be restricted by law and we will consider all requests in accordance with applicable law.

This policy went into effect on 10/02/2025.