



PRIVACY POLICY

Last updated: January 15, 2026

SCOPE OF APPLICATION

The Data Controller strictly respects the privacy of all users who access the website <https://www.u-fx.com/> or the related services (hereinafter collectively referred to as the “Platform”), from any PC, application, mobile device, platform, or other means of access or use.

In this policy, we aim to explain in a transparent, detailed, and comprehensive manner how we:

- collect;
- share;
- use;
- protect;

your personal information.

By using the Platform and its services, you acknowledge that your personal data will be used as described in this Privacy Policy.

LEGAL BASIS

The legal basis on which this Privacy Policy is founded is **Regulation (EU) 2016/679 of April 27, 2016 (General Data Protection Regulation – GDPR)**, concerning the protection of natural persons with regard to the processing of personal data and the free movement of such data, in particular Article 13 of the Regulation, as well as **Legislative Decree No. 101 of August 10, 2018**.

WHAT THIS POLICY DOES NOT APPLY TO

This Privacy Policy does not apply to and does not govern services offered by third parties (which may be accessible through links on the Platform) and the related processing of your personal data. We recommend that you carefully read the privacy policies of such third parties on their websites to understand how your personal data will be processed and possibly shared. The Data Controller has no control over these



third parties and therefore declines any responsibility for the processing of personal data carried out by such websites.

COMMITMENT TO UPDATING THIS POLICY

This Privacy Policy may be amended or supplemented to ensure compliance with applicable regulations and to reflect any technical changes to the Platform or changes in the purposes or methods of processing personal data.

You will be informed of any changes through specific notices. We recommend that you periodically review this page to stay informed. Each updated version, accompanied by the relevant date, will be published on this webpage and will become effective immediately upon publication.

DATA CONTROLLER

The Data Controller of your personal data processed through the Platform is **Urban.:Fx S.r.l.**, with registered office in Milan (MI), 20158, Via Calabria no. 5, Tax Code and VAT No. 03939600965, email: info@u-fx.com, PEC: urban@pec.u-fx.com (hereinafter also referred to as the "Data Controller").

WHAT PERSONAL DATA WE COLLECT

When you use the Platform, we will collect your personal data only if you provide them directly or through automated systems necessary for the proper functioning of the Platform. Some personal data are mandatory to identify you, while others are optional but may be required to access certain services.

In particular, we may collect the following categories of personal data:

PERSONAL DATA YOU VOLUNTARILY PROVIDE

These are data you freely and voluntarily provide, for example when you send an email to the address listed on the Platform or fill in contact forms, where available.

In these cases, we will collect the personal data necessary to respond to you, as well as any additional data you may include in your communication. These data will not be disclosed or shared with third parties, nor used to define your profile or personality. They will be stored solely as correspondence.



The personal data you may voluntarily provide include:

- identification data such as name, surname, email address, or other information provided through contact forms or emails;
- so-called technical and/or profiling cookies, etc.

The legal basis for these processing activities is the performance of a contract (Article 6(1)(b) GDPR) or, depending on the circumstances, the legitimate interest of the Data Controller (Article 6(1)(f) GDPR).

BROWSING DATA

The IT and telematic systems that allow the Platform to function automatically collect certain personal data relating to browsing during their normal operation.

In particular, while browsing the Platform we collect:

- your IP address;
- number of accesses;
- duration of browsing sessions;
- browser name;
- pages viewed;
- date and time of access;
- additional parameters relating to the operating system used.

The legal basis for this processing is the legitimate interest of the Data Controller (Article 6(1)(f) GDPR).

Browsing data are collected solely to obtain anonymous statistical information on the use of the Platform and to ensure its proper functioning. However, by their nature, these data could allow identification of users through processing and association with data held by third parties. Browsing data are never used for marketing purposes, profiling, sending advertising material, market research, or commercial communications, and are stored only temporarily.



AGE LIMIT

If you are under 18 years of age or do not have legal capacity, this Privacy Policy is addressed to the individual legally responsible under Italian law, who is the only party authorized to provide consent for the processing of your personal data.

METHODS OF PROCESSING

Your personal data will be processed, with or without electronic tools, in accordance with principles of fairness, lawfulness, and transparency, ensuring the protection of your confidentiality and rights, in compliance with applicable laws. Such data will not be disclosed or communicated to external parties, except as required by law.

RECIPIENTS OF PERSONAL DATA

Unless otherwise specified for specific processing purposes, your personal data may be communicated to or become known by authorized persons and/or data processors (including external ones, subject to confidentiality agreements), within the scope of their respective roles, to fulfill processing purposes or legal and contractual obligations.

Personal data are generally not disclosed to other parties unless required by law or contractual obligations.

In such cases, your personal data may be communicated to:

- internal and/or external consultants and collaborators, for compliance with applicable regulations and/or contractual performance, subject to specific authorization or confidentiality agreements;
- judicial authorities or other public authorities, in compliance with legal obligations.

You may request the full list of data processors by emailing info@u-fx.com.

DATA LOCATION AND TRANSFER

Your personal data are stored within the European Economic Area (EEA). We reserve the right to transfer data to countries that ensure an adequate level of protection based on adequacy decisions of the European Commission or appropriate safeguards provided by applicable law.

PROTECTION OF PERSONAL DATA



We use advanced encryption technologies and regular backups to protect the integrity and confidentiality of your data.

DATA RETENTION PERIOD

Your personal data will be stored for the time necessary to fulfill legal obligations, resolve disputes, and enforce agreements. In any case, data will be retained no longer than necessary for the purposes for which they are processed, and we will periodically verify your continued interest in allowing us to process your data.

YOUR RIGHTS

As a data subject, you have the right to:

- obtain confirmation as to whether personal data concerning you are being processed and, if so, access to such data;
- request rectification of inaccurate or incomplete data;
- request erasure of your data where applicable;
- request restriction of processing where applicable;
- receive your data in a structured, commonly used, and machine-readable format and transmit them to another data controller, where technically feasible;
- withdraw consent at any time, without affecting the lawfulness of processing based on consent before withdrawal, and object to processing for marketing or other purposes;
- object, for legitimate reasons, to the processing of your data;
- object to processing for direct marketing, sales, market research, or commercial communications.

INFORMATION AND CONTACT

You may exercise your rights at any time by sending a request to privacy@u-fx.com. We will respond as soon as possible and in any case within 30 days of receiving your request.

COMPLAINTS

If you believe that your rights under data protection laws have been violated, you have the right to lodge a complaint with the competent Data Protection Authority within the



European Economic Area (EEA). The contact details of the relevant authorities can be found at:

<http://www.garanteprivacy.it/web/guest/home/footer/link>

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