

Privacy Policy

Last updated: April 2025

This Privacy Policy explains how Admiral Markets UK Ltd. (“Admiral Markets UK”, “we”, “our”) collects and otherwise processes personal information of clients and prospective clients through its website and mobile application, for the provision of its products and services. At Admiral Markets UK, we fully understand how important it is to protect your personal information and we are committed to handling personal data with transparency and integrity. Any personal information we collect is used only for the purposes we have collected it for and as allowed under the applicable acts of legislation.

This Privacy Policy is reviewed regularly and may be amended at any time, to ensure that it remains up-to-date with new obligations emanating from applicable laws, as well as changes to our business operations and practices. Any personal information we hold will be governed by our most recent Privacy Policy. You will be notified about material changes via the Admiral Markets UK website or emails, however you are encouraged to review this Privacy Policy periodically, so as to be always informed about how we are processing and protecting your personal information.

1. Application of the Privacy Policy

1.1 For the purposes of applicable data protection laws, Admiral Markets UK is the “controller” of personal information collected through our website www.admiralmarkets.com and our Mobile App. If you have questions about the use of your personal information, please refer to the “Contact Us” section at the end of this document.

1.2 The Policy applies to personal data relating to individuals who are current, former or prospective clients of Admiral Markets UK as well as personal data relating to individuals associated with current, former or prospective clients of Admiral Markets UK, including: a) directors, company secretaries or other equivalent individual office holders of our corporate clients, b) nominee, intermediate and ultimate beneficial owners of our corporate clients, c) employees, representatives, officers or agents of our corporate clients, and d) legal representatives and other individuals authorised to act on behalf of our clients.

2. Definitions

2.1 **Client** - means any natural or legal person who has entered into a client relationship with Admiral Markets UK and is actively using, or has used, the services of Admiral Markets UK until the termination of the client relationship. A prospective client is a natural or legal person who intends to use the services of Admiral Markets UK and has made the initial registration for such use of services via the Dashboard (without concluding the client relationship). A former client is a natural or legal person who has used the services of Admiral Markets UK in the past and whose business relationship with Admiral Markets UK has been terminated for any reason.

2.2 **Client Data** - means information that is known to Admiral Markets UK about the client and that is processed by Admiral Markets UK. When this document refers to ‘personal information’, it means information from which the client’s identity is reasonably apparent or information that, combined with other relevant data, can identify the client. The various categories of client data are specified in point 5 of this document.

2.3 **Processing of Client Data** - means any action that is performed with the client data, including gathering, recording, structuring, safe keeping, changing, forwarding, deleting, archiving, etc.

2.4 **Authorised Data Processor** - Admiral Markets UK may use authorised external processors for client data processing, based on concluded service agreements, which are governed by instructions from Admiral Markets UK for the protection of client related data.

3. Subscription to Marketing Related Emails

During the initial registration, a person has the right to choose whether or not to receive marketing related emails (such as company news, information about campaigns and other similar updates to enhance client knowledge related to the financial markets, etc.). Such a preference can also be changed at any time through the Dashboard, under the ‘Subscriptions’ panel. It’s also possible to unsubscribe from marketing emails by clicking the link within the emails that have already been received.

4. Lawfulness and Purposes of the Processing of Client Data

4.1 Your personal data is processed lawfully, fairly and in a transparent manner on the following bases:

4.1.1 Entering into and performing a contract with you: If you have an Admiral Markets UK account or have registered on the Dashboard, our legal basis for processing your personal information is that it is necessary for the performance of the terms that govern your relationship with Admiral Markets UK, and to provide the requested service to you. This includes facilitating access to our platform, processing payments, and executing trades.

4.1.2 Legal obligations and legitimate interests: We process your personal information where necessary for Admiral Markets UK to comply with legal and regulatory obligations we are subject to, and also where it is necessary for legitimate interests we have in conducting our business, where those interests do not infringe your interests, fundamental rights and freedoms.

4.2 Your personal data is collected for the below reasons:

4.2.1 Verification of identity. Admiral Markets UK is obligated to verify a person's identity before entering into a client relationship and creating a trading account for the person. For this, Admiral Markets UK can use third parties which carry out identity checks on its behalf.

4.2.2 To form a profile. In order to comply with legal obligations, Admiral Markets UK creates a profile about the client, once the full application for a Live trading account has been reviewed and approved by Admiral Markets UK. Admiral Markets UK needs to apply the principles of KYC (Know-Your-Client) before entering into a client relationship in order to prevent malicious actions, such as money laundering or terrorist financing, and also to perform other duties imposed by law.

4.2.3 To assess the level of a Client's investment knowledge. Admiral Markets UK must assess clients' investment knowledge, experience and expertise to deem the suitability and relevance of the offered service for the client.

4.2.4 Attending courses and participating in campaigns - The client's data will be processed when registering for the offered webinars or seminars, or when landing on any of Admiral Markets UK campaign pages that require registration - as Admiral Markets UK will need to use a client's personal information to perform its services and comply with its obligations. In all such cases, a client's consent for data processing will be gathered through the registration form that they use to sign up, which subsequently creates login credentials for access to the Dashboard.

4.2.5 Internal business purposes and record keeping. Admiral Markets UK needs to process your personal information to comply with its legal obligations and for internal business purposes. Such processing is in Admiral Markets UK own legitimate interests. We will also keep records that ensure that you comply with your obligations, defined in the terms that govern your relationship with Admiral Markets UK.

4.2.6 Transaction reporting. Admiral Markets UK is obligated to regularly report to the respective authorities on the market share products and the services held by client groups, as well as other financial figures.

4.2.7 Marketing. Admiral Markets UK may use client data, such as location or trading history to deliver tailored content, such as news, analysis, research, reports, campaigns and training opportunities that may interest the client, to their registered email address. A client always retains the ability to change their preference if they wish or no longer wish to receive such communications.

4.2.8 Improvement of Admiral Markets products and services. Admiral Markets UK may, from time to time, use client data to help it analyse and improve its products and services.

4.2.9 To investigate or settle enquiries or disputes. Admiral Markets UK may need to use collected client data in order to comply with applicable laws, court orders, or other judicial process or requirements of any applicable regulatory authorities. Personal data can also be processed to settle disputes with the client.

4.2.10 To send client surveys. Admiral Markets UK may send client surveys as part of its customer feedback process as it is in its legitimate interest to ask for feedback to ensure that it provide the best service to its clients.

4.2.11 Website data analysis. Please find detailed review about website data analysis from our Cookie Policy.

4.2.12 Security. If a client enters into the premises of Admiral Markets UK, Admiral Markets UK may record the client's image on its cameras, for security purposes. Admiral Markets UK may also use client details to keep a record of who has entered Admiral Markets UK premises on any given day. It is in our legitimate interest to do this to maintain a safe and secure working environment.

5. Categories of Client Data

Client data may be collected from the client, from the client's use of the services and from external sources, such as public and private registers. Admiral Markets UK has the right and the duty by virtue of its area of activity to check the accuracy of the client data contained in the databases by periodically asking the client to review and/or correct or confirm the accuracy of the client data pertaining to the client. Admiral Markets UK does not collect sensitive information about the client. Client data categories which are primarily collected and processed by Admiral Markets UK consist of the following:

5.1 Identification data – such as name, date of birth, personal identification code and data regarding the identification document (such as copy of the passport or ID card).

5.2 Contact data – such as physical address, email address, telephone number and language of communication.

5.3 Family data – such as information about the client's family, heirs and other related person's (only in cases if a client is related to a politically exposed person or the client has passed away).

5.4 Professional data – such as educational and employment details.

5.5 Financial data – such as income, assets and liabilities, collected in order to understand the client's resources and trading activity (for the prevention of any illegal activity).

5.6 Data about the origin of assets or wealth – such as data regarding the client's transaction partners and business activities (for the prevention of, for example, money laundering or the financing of terrorism).

5.7 Data that enables Admiral Markets UK to perform its due diligence measures regarding the prevention of money laundering and terrorist financing and to ensure compliance with international sanctions, including the purpose of the business relationship, true beneficiaries and whether the client is a politically exposed person.

5.8 Data about the client's tax residency – such as country of residence, tax identification number and citizenship.

5.9 Communication and activity data – such as visual and/or audio communication data recordings collected when the client visits the premises of Admiral Markets UK, including data related to the client's visit to Admiral Markets UK websites and the Dashboard.

5.10 Data related to Admiral Markets UK services – such as the performance data related to the services of the agreements or the failure thereof, executed transactions, submitted applications, requests, complaints and applied service fees.

5.11 Data about habits, preferences and satisfaction – such as data about preferences, satisfaction and activeness of using the services, services used, personal settings, survey responses, etc.

5.12 Data about participation in campaigns – such as the points gained and prizes won in games or campaigns.

5.13 Data about client's classification category, level of expertise and previous exposure to the financial market – including the client's investment knowledge and experience, investment objectives, etc.

6. Contacting Admiral Markets UK by Email or Via Live Chat

When you email Admiral Markets UK (via the 'Contact Us' page), or using the Live Chat feature, a person may be requested to provide some additional personal data, like their name or email address. Such data will be used to respond to their query and verify their identity. Emails are stored on our standard internal contact systems which are secure and cannot be accessed by unauthorised external parties.

7. Recipients of Client Data

If necessary, client data is shared with other recipients, such as:

7.1 Authorities, such as law enforcement authorities, bailiffs, notary offices, tax authorities, supervision authorities and financial intelligence units.

7.2 Entities forming part of the consolidated group of companies controlled by Admiral Markets Group AS. The operation of Admiral Markets UK is supported by a variety of teams and functions. Admiral Markets UK may make personal data available to them, if necessary, for the provision of services, trading platform administration, sales and marketing, customer and technical support. All Admiral Markets UK employees are required to follow data privacy and security policies when handling personal data. Admiral Markets UK may process personal data in respect of the website and the Dashboard in various locations, both inside and outside the United Kingdom.

7.3 Institutions providing financial services, for example banks, payment systems, institutions participating in the trade execution, settlement and reporting cycle (for example regulated markets as execution venues, multilateral trading facilities, organised trading facilities, trade repositories, local and foreign brokers).

7.4 Auditors, legal and financial consultants, or any other processor authorised by Admiral Markets UK.

7.5 Third parties maintaining registers (such as to credit registers, population registers, commercial registers, securities registers or other registers holding or intermediating client data).

7.6 Debt collectors upon assignment of claims, courts and bankruptcy or insolvency administrators.

7.7 Other persons related to the provision of services of Admiral Markets UK, such as service providers of archiving and postal services.

7.8 Admiral Markets UK may use other external authorised processors for processing client data. In such cases, Admiral Markets UK takes the needed steps to ensure that such data processors process client data under the instructions of Admiral Markets UK with adequate security measures.

7.9 Admiral Markets UK may share client data in the event of a merge, sale, restructure, acquisition, joint venture, assignment, transfer or other disposition of all or any portion of its business, assets or stock (including in connection with any bankruptcy or similar proceedings).

8. Your Rights

You may have certain rights and protections regarding your personal data we collect and process, under the applicable laws. There are limits to such rights where they apply and in certain circumstances we may not be required or able to meet your request, or we may only meet your request in part. Admiral Markets UK will use its best endeavours to respond to requests concerning personal data processing and, when applicable, to allow you to exercise your rights under the applicable laws.

8.1 You have the right to request access to, or copies of, your personal data, in machine readable format. You also have the right to request information regarding the processing of those personal data. Before providing such information, Admiral Markets UK may ask the individual to prove their identity in order to reduce the risk of identity fraud.

8.2 If the personal information Admiral Markets UK holds about you is inaccurate or incomplete, you have the right to have it updated or corrected by Admiral Markets UK. Admiral Markets UK may request additional information and documentation required to validate the need for the requested change of data.

8.3 You have the right to object to, or request that we restrict, certain processing, for example for marketing purposes. You can change your preferences for receiving such communication in the Dashboard, when choosing 'Subscriptions'.

8.4 You may have the right to request, on legitimate grounds, erasure of your personal data. The request to delete a client's personal data will result in the closure of their account(s), removal of their data from active processing and a termination of the client relationship. However, Admiral Markets UK is required to maintain the client's personal data to comply with its legal and regulatory requirements, as well as in accordance with internal compliance requirements in relation to the maintenance of records. For more information, please see "Retention of Personal Data" paragraph below.

8.5 You have the right to obtain personal information held by Admiral Markets UK, provided that Admiral Markets UK has this in a structured, commonly used and machine-readable format, and to reuse it elsewhere or ask Admiral Markets UK to transfer this to a third party of the client's choice. In case of the forwarding of data to a third party, a clear written consent from the client must be received.

8.6 You have the right to lodge a complaint regarding the processing of your personal data by Admiral Markets UK. You can lodge your complaint by email at: dpo@admiralmarkets.com. It is noted that, in certain circumstances, we may not be required or able to meet your request(s), or we may meet your request(s) in part. If you feel that your concerns have not been adequately addressed by us, you may have the right to lodge a complaint with the relevant data protection supervisory authority where you reside.

9. Automated Decision-Making

If Admiral Markets UK has made a decision about a client based solely on an automated process (e.g. through automatic profiling) that affects the client's ability to use the offered services or has another significant effect on the client, the client may ask to not be made subject to such a decision unless Admiral Markets UK can demonstrate to the client that such a decision is necessary for entering into, or the performance of, a contract between itself and the client. Even where a decision is necessary for entering into or performing any obligations arising from the client relationship, the client may contest the decision and request human intervention. Automatic decisions made by the data processing system, without participation of the client, shall be permitted only on the conditions and pursuant to procedures specified by law.

10. Organisational, Physical and IT Security Measures

Admiral Markets UK ensures, within the framework of applicable laws, that client data is safeguarded with the appropriate technical and organisational measures to prevent unauthorised access, unlawful processing or disclosure, accidental loss, modification or destruction. Admiral Markets UK shall implement the organisational, physical, IT and other necessary security measures to ensure the protection of Client Data and to monitor the processing of Client Data. Among other things, such security measures shall include the following activities:

10.1 Implementation by Admiral Markets UK through its internal rules of the requirements for processing, registering and recording client data as well as procedures for checking the compliance with those requirements.

10.2 Authorisation of Admiral Markets UK employees to access only necessary client data in a client database, which is strictly in accordance with the job duties performed.

10.3 Imposing an obligation of confidentiality on Admiral Markets UK employees responsible for handling client data.

10.4 Unauthorised processing of data (including recording, alteration, deletion, reading, copying, (transmission), unauthorised transportation of records and any other unauthorised use of data (not prescribed by official duties) shall be prohibited.

10.5 Adequate security measures, including encryption of data where necessary, shall be implemented upon transmission of data by means of data communication equipment or in the transport of records.

10.6 Every user of the client database shall be issued a personal means of authentication, enabling them to use the database.

10.7 Admiral Markets UK shall implement adequate and sufficient measures to ensure that every data processing operation leaves a trace, which would afterwards enable identification of the person who performed the operation, the nature and time of the operation and any other relevant facts, including when, by whom and which data were recorded, altered or deleted, or when, by whom and which data in the data processing system were accessed, as well as information on any transmission of data. A possibility for restoring the content of the data before modifications shall be available when any modifications are made to the data or documents.

10.8 The personal information that the client provides in connection with registering itself as a user in the Dashboard is classified as registered Information. Registered Information is protected in many ways. Clients can access the Dashboard with their username (client email) and password selected by the client. It is the clients' responsibility to ensure that the login and password is known only to the client itself.

10.9 Transmission of information via regular email exchange is not always completely secure. Admiral Markets UK however exercises all endeavors to protect clients' personal data, yet it cannot guarantee the security of client data that is transmitted via email; any transmission is at the clients' own risk. Once Admiral Markets UK has received the client information it will use procedures and security features in an attempt to prevent unauthorised access.

11. Minors

Our services are not available to users under the age of 18, or the age of legal consent for the jurisdiction where the user resides ("Minors"). We do not knowingly collect or otherwise process personal information from or about Minors. If you are a Minor, you should not use any of our services nor provide any personal information to us. If we become aware that a Minor has shared any information with us, we will immediately delete such information.

12. The Geographical Area of Processing

12.1 When using our services, your personal data is processed and stored in the United Kingdom.

12.2 We and our service providers may transfer your information to, or store it in or grant access to it from, jurisdictions that may not provide levels of data protection equivalent to your home jurisdiction. Where we transfer personal data from the United Kingdom to countries outside of the United Kingdom which are not recognized as providing adequate data protection, we provide appropriate safeguards in accordance with the UK GDPR. These may include the International Data Transfer Agreement (IDTA) or the UK Addendum to the European Commission's Standard Contractual Clauses for international data transfers, as applicable. In addition, we carry out transfer risk assessments where required and implement supplementary measures to ensure that the transferred data continues to be protected to a level essentially equivalent to that under UK data protection law.

12.3 Upon request, the client may receive further details on client data transfers to countries outside the United Kingdom.

13. Retention of Personal Data

13.1 Admiral Markets UK shall retain personal information for as long as there is an active business relationship with you. Once it is determined that the information is no longer necessary for the purposes for which it was collected, Admiral Markets UK will either anonymize or securely delete it. In some cases, certain records must be retained for a longer period to comply with legal and regulatory requirements. For example, anti-money laundering laws require the retention of specific records, including documents used for customer due diligence and supporting evidence of transactions, for at least five years after the business relationship has ended.

13.2 Additionally, recorded communications, whether by phone, electronically, or in person, will be retained in accordance with local regulatory requirements, typically for five years after the end of the business relationship or longer if necessary to protect legitimate interests, such as handling disputes. In certain instances, personal data may need to be retained beyond five years due to legal, regulatory, or technical constraints that prevent its deletion.

14. Contact Us

14.1 You can contact Admiral Markets UK by post at 8th Floor One Canada Square, Canary Wharf, London, United Kingdom, E14 5AA. If you have any questions or concerns relating to the processing of personal information by Admiral Markets UK, or if you wish to exercise any rights under section 8 of this Privacy Policy, please contact the appointed Data Protection Officer of Admiral Markets UK at dpo@admiralmarkets.com. Please note that we may ask you provide additional information to verify your identity before allowing you to exercise certain rights.

14.2 The general contact details of Admiral Markets investment firms are available on Admiral Markets website: www.admiralmarkets.com, at the 'Contact Us' page.