

Trendmaster

PRIVACY AND COOKIES NOTICE

(Last updated September 2025)

1. INTRODUCTION	
Who are we?	Trendmaster (" Trendmaster ", " we ", " us ", and " our ") is a company incorporated in the Cayman Islands and with a registered office c/o Leeward Management Limited, 9 Forum Lane, Suite 3119, Grand Cayman KY1-9006 Cayman Islands. Where we decide the means or purpose of processing personal data, we are the " controller ."
What's this notice about?	This Notice covers how we treat Personal Data that we gather when you visit our website www.trendmaster.com or access or use our software services ("Services"). "Personal Data" means any information that identifies or relates to a particular individual and also includes information referred to as "personally identifiable information" or "personal information" or "sensitive personal information" under applicable data privacy laws, rules or regulations. This Notice does not cover the practices of companies we don't own or control or people we don't manage, including Trendmaster's customers, partners, or each of their respective employees, consultants and other personnel. This notice is written in English. Any translated version is provided solely for your convenience. To the extent any translated version of this notice conflicts with the English version, the English version prevails. We may need to change this Notice from time to time, but we will alert you to any such changes by placing a notice on our website, by sending you an email and/or by some other means.
How do you contact us? (if you have questions about this notice or to exercise your rights)	Email us at: support@trendmaster.com If we can't resolve your issue you can submit a complaint to the data protection supervisory authority in your country.
What are your rights?	You have the following rights, although these rights may be limited in some circumstances: • Ask us to send a copy of your data to you or someone else • Ask us to restrict, stop processing, or delete your data • Object to our processing of your data • Object to use of your personal data for direct marketing • Ask us to correct inaccuracies If we rely on consent to process data, or send direct marketing, you can withdraw consent by email to the address above.
We collect Personal Data from the following sources:	You • When you provide such information directly to us, for example when we verify you KYC; • When you create an account or use our software services. • When you voluntarily provide information in free-form text boxes through our services or through responses to surveys or questionnaires. • When you send us an email or otherwise contact us.

	• When you use our services and such information is collected automatically. • Through Cookies when you visit our website www.trendmaster.com (see also the “Tracking Tools and Opt-Out” section below) • If you use a location-enabled browser, we may receive information about your location through IP-address-based data, but we do not store such data. • If you download and install certain applications and software we make available, we may receive and collect information transmitted from your computing device for the purpose of providing you the relevant services, such as information regarding when you are logged on and available to receive updates or alert notices. Third Parties • Vendors - We may use analytics providers to analyse how you interact and engage with the Services, or third parties may help us provide you with customer support.
Our Purposes for Collecting Personal Data	Providing, Customising and Improving our Services • Creating and managing your account including verifying your identity and location; • Providing you with the services or information you request. • Meeting or fulfilling the reason you provided the information to us. • Providing support and assistance for the Services. • Improving the Services, including testing, research, internal analytics and product development. • Doing fraud protection, security and debugging. • Carrying out other business purposes stated when collecting your Personal Data • Marketing the Services • Corresponding with you • Meeting Legal Requirements and Enforcing Legal Terms - o Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities. - o Protecting the rights, property or safety of you, us or another party. - o Enforcing any agreements with you. - o Responding to claims that any posting or other content violates third-party rights. - o Resolving disputes. We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated or incompatible purposes without providing you notice.

Legal Basis for Processing Personal Data	We will only process your Personal Data if we have a lawful basis for doing so. Lawful bases for processing include consent, contractual necessity and our “legitimate interests” or the legitimate interest of others, as further described below. Contractual Necessity: We process the following categories of Personal Data as a matter of “contractual necessity”, meaning that we need to process the data to perform under our Terms of Use with you, which enables us to provide you with our Services. When we process data due to contractual necessity, failure to provide such Personal Data will result in your inability to use some or all portions of the Services that require such data. • Payment Data • Device/IP Data • Profile or Contact Data • Online Identifiers • Other Legitimate Interest: We process the following categories of Personal Data when we believe it furthers the legitimate interest of us or third parties: • Web Analytics • Geolocation Data • Other • We may also de-identify or anonymize Personal Data to further our legitimate interests. Examples of these legitimate interests include (as described in more detail above): - o Providing, customizing and improving the Services. - o Meeting legal requirements and enforcing legal terms. - o Completing corporate transactions. Consent: In some cases, we process Personal Data based on the consent you expressly grant to us at the time we collect such data. When we process Personal Data based on your consent, it will be expressly indicated to you at the point and time of collection. Other Processing Grounds: From time to time we may also need to process Personal Data to comply with a legal obligation, if it is necessary to protect the vital interests of you or other data subjects, or if it is necessary for a task carried out in the public interest.
Data Security and Retention	We seek to protect your Personal Data from unauthorised access, use and disclosure using appropriate physical, technical, organisational and administrative security measures based on the type of Personal Data and how we are processing that data. You should also help protect your data by appropriately selecting and protecting your password and/or other sign-on mechanism; limiting access to your computer or device and browser; and signing off after you have finished accessing your account. Although we work to protect the security of your account and other data that we hold in our records, please be aware that no method of transmitting data over the internet or storing data is completely secure. We retain Personal Data about you for as long as you have an open account with us or as otherwise necessary to provide you with our Services. When establishing a retention period for specific categories of data, we consider who we collected the data from, our need for the

	Personal Data, why we collected the Personal Data, and the sensitivity of the Personal Data. In some cases we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.
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2. TRANSFERS AND DISCLOSURE

Transfers	We may share your Personal Data with other companies within our group or with third party service providers include those verifying KYC. This may involve transferring your data outside the Cayman Islands. Whenever we transfer your Personal Data outside the Cayman Islands we always ensure that a similar degree of protection is afforded to it by ensuring that the following safeguards are implemented. We use specific standard contractual terms approved for use in the EU which give the transferred Personal Data the same protection as it has in the Cayman Islands. Where we use data processors outside the Cayman Islands or we transfer Personal Data to a country which does not provide an adequate level of protection, we use contracts which give Personal Data protection similar to that in the Cayman Islands. For more information drop us a line using the contact details at the start of this notice.
Disclosure	Other than as set out above, we may disclose your Personal Data: • Where required by law, government, competent authorities or the courts or to establish, exercise or defend our legal rights, and for the purposes of preventing crime and fraud (for example, we may share personal data with our professional advisors, investigators, or credit reference agencies). • With members of our corporate group, suppliers and subcontractors, as necessary for the purposes set out in this notice. • If involved in an investment, merger, acquisition, or sale of our organisation or assets, Personal Data we hold may be shared on the basis of the legitimate interests of us, our shareholders, customers and other parties to a transaction, unless those interests are outweighed by prejudicial impacts upon you. • We may create aggregated, de-identified or anonymised data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and disclose it with third parties for our lawful business purposes, including to analyse, build and improve the Services and promote our business, provided that we will not disclose such data in a manner that could identify you.

3. COOKIES, ANALYTICS AND SIMILAR TECHNOLOGIES

Cookies, pixels and other technologies store and access data on devices to help websites and apps work. This table explains their purpose, how long they last, and who else can access their data. We get consent to use them unless they are essential to the Services.

Most browsers allow control over cookies, for more information: Brave | [Google Chrome](#) | [Microsoft Edge](#) | [Mozilla Firefox](#) | [Microsoft Internet Explorer](#) | [Opera](#) | [Apple Safari](#).

Cookie/data	Duration	Purpose	Access
Google Analytics	2 years	To track user behaviour on the website and improve site performance.	We use Google Analytics. and you can access their privacy policy here .