

Privacy Policy

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Introduction

Welcome to Legend X's Site, Your premier destination for high-impact, transformational online business mentoring & coaching and personal development Products and Services meticulously and lovingly crafted over three decades for Founder CEOs, Entrepreneurs, Coaches and Consultants to support them in achieving legendary success in business, leadership, and life.

Please read Our Privacy Policy carefully before using Our Site and Online Resources, and using, or purchasing, or subscribing to any of Our Goods and Services.

This Policy describes how and why We might collect, store, use, and/or share ("process") Your information when You use Our services, for example when:

- Visiting Our website at <https://legendx.net> or <https://legendxleague.com> or any other website of Ours owned, operated, and controlled by Us linking to this Policy.
- Downloading and using Our Mobile Application ("Legend X App"), or any other mobile application owned, operated, and controlled by Us linking to this Policy.
- You engage with Us in other related ways, including but not limited to; email communications, marketing activities, sales activities, telephone calls, live and online events, etc.

This Privacy Policy is one of the Supplemental Terms of Our [Terms and Conditions](#) ("Legal Terms") and is expressly incorporated therein. Please read Our [Terms and Conditions](#) agreement and familiarise yourself with the 'Interpretations and Definitions' section therein, which applies and relates to this Policy.

If You do not agree with Our Legal Terms, policies, and practices, please do not use Our Site, or Online Resources, or purchase Our Goods and Services.

If You have any questions or concerns, please contact Us by visiting Our [Contact page](#) at or email Us directly on the email address provided below.

Purpose and Scope

Our Privacy Policy governs the online User information and data collection practices of Legend X ("Company," "We", "Our", or "Us"). It outlines the types of information We gather about You while You are using <https://legendx.net>, <https://legendxleague.com>, and other websites or online platforms (e.g. Cirlce, GoHighLevel, PointerPro, ScoreApp, etc.) owned or operated by, or licensed to the Company (collectively, the "Sites"), as well as data You

provide Us offline (e.g. via telephone, email, live and online events, etc.) and the ways in which We use this information. We understand the importance of Your privacy and are dedicated to securing Your personal data to the best of Our ability. We process Your data to the best of Our ability in accordance with the applicable laws and regulations following industry best practices.

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Why We Collect Your Data

We may collect and store certain information from / about You, which may include, but not limited to, personal information, interactions with Our Site, or usage information, when using Our Site or interacting with the Company, for the following reasons:

User Experience

- To provide You with the best possible service and User experience, and add value to Your experience on Our Site and with the Company.
- So You can use Our Site and access certain online features and tools.
- To register You on Our Membership Platform.
- To ensure We are providing You with relevant communications, or restrict or cease communications in accordance with Your instructions.
- To provide feedback tailored to Your input when using certain interactive tools on Our Site (E.g. Assessments, Quizzes, Polls, etc).
- To respond efficiently and effectively to Your enquiries, complaints, feedback, or support needs.
- To process refunds for You, if entitled to such.
- To inform You about subscription renewals, expired payment information, or problems with payment transactions.
- To provide relevant advertising and marketing information in accordance with Your needs, preferences, and instructions.
- To get Your feedback about (for example); Your User experience, Our Goods and Services, Our Online Resources, Our Support Services, Our Team, Our Affiliated Parties and Service Providers, and recommended improvements to the Site.

Commercial Interests

- To nurture and protect the commercial interests of the Company.
- To conduct statistical analysis of Site traffic, marketing and promotional campaigns, and User engagement to improve Our online service offering to Our Users and Members.
- To verify the authenticity of User information enabling Us to identify and block any unauthorised use, fake accounts, or bot intrusions, and protect the interests of the Company and Our Users.
- To improve the quality of Our service offerings and User experience on the Site (Goods and Services, Online Resources, Platform)
- To improve the security of Our Site.
- To facilitate smooth business operations, for example, to perform accounting, auditing, billing, reconciliation, collection, support and problem resolution activities.

Legal and Regulatory Compliance

- To protect the legal interests, rights, and intellectual property of the Company.
- To ensure billing information is correct, complete, and accurate.
- To ensure shipping information is correct, complete, and accurate (where relevant).
- To comply with international laws and regulations.

- To comply with applicable legal, tax, or accounting requirements.
- To ensure the enforceability of Our Legal Terms and protect the rights of all parties.
- To detect and prevent, abuse of Our Site, illegal activities, crime, fraud, hacking, and breaches of Our Legal Terms.

Sensitive Information

We do not collect and process sensitive information, which, for example encompasses information relating to, an individual's racial or ethnic origin, political opinions, religious beliefs, trade union membership, genetic or biometric data, health status, sexual orientation, or sexual activity.

Legal Basis to Process Your Data

We process personal information only when necessary and have a legitimate legal basis to do so under the applicable laws. This includes processing based on obtaining consent from You, the necessity to comply with Our legal obligations, the requirement to provide services pursuant to the terms of a contract, the safeguarding of Your fundamental rights and interests, or the pursuit of Our legitimate interests as a business.

Users Located in the EEA and UK

Within the scope of the General Data Protection Regulation (GDPR), Our processing of Your personal data is grounded in the following lawful bases:

- **Consent:** Your personal data may be processed with Your consent for one or more specific purposes. This consent is freely revocable by You at any time. Read more about how You may withdraw Your consent under [“Your Privacy Rights”](#).
- **Contractual Performance:** We process personal data as necessary to perform Our contractual duties to You, or to take steps at Your request before entering into a contract, including but not limited to the provision of Our Goods and Services.
- **Legitimate Interests:** Processing of Your data may occur when it is deemed reasonably necessary to achieve Our legitimate business interests, provided these interests do not outweigh Your fundamental interests, rights and freedoms. Such processing aims to:
 - Inform users of special offers and discounts on Our Goods and Services.
 - Develop and tailor advertising content that is personalised and relevant to Our Users.
 - Analyse the usage of Our Site to enhance and personalise it to improve User engagement and retention.
 - Support and optimize Our marketing efforts.
 - Diagnose problems and/or detect and prevent fraudulent activities.

- Enhance user experience by understanding user interactions with Our Goods and Services.
- **Legal Obligations:** We may process personal data when it is compulsory for compliance with Our legal responsibilities, including cooperating with law enforcement or regulatory bodies, exercising, or defending legal claims, or when required for litigation purposes.
- **Vital Interests:** Your personal data may be processed when necessary to protect the vital interests of You or another individual, particularly in cases where there is an imminent risk to health or safety.

Should You opt out of, or decline providing information We have indicated is mandatory, it may limit Your access to certain content or features on the Site, or prohibit access entirely to the Goods and Services, content or features it is intended for.

Users Located in Canada

Processing Your personal information adheres to the principles of consent, as delineated under applicable Canadian privacy laws. We may process Your personal data under two types of consent:

- **Express Consent:** When You provide explicit permission for Us to process Your personal information for designated purposes.
- **Implied Consent:** Where Your permission for processing Your personal information is inferred from Your actions or the context.

You have the right to withdraw Your consent at any time, affecting future processing of Your personal information.

There are exceptional circumstances where We are legally authorised to process Your personal information without Your consent, including but not limited to:

- When immediate action is necessary for an individual's well-being and consent cannot be obtained in a timely manner.
- For the purpose of carrying out investigations, detecting, or preventing fraud.
- In the context of business transactions, given certain prerequisites are fulfilled.
- When processing is vital for assessing, processing, or settling insurance claims, specifically if the information is part of a witness statement.
- For the identification of injured, ill, or deceased persons and facilitating communication with their next of kin.
- If there is a reasonable basis to believe that someone is, has been, or may be, a victim of financial abuse.
- When obtaining consent might compromise the integrity or availability of the information necessary for investigating a legal violation or a breach of agreement or the contravention of the laws of Canada or a province.

- In compliance with legal obligations, such as responding to a subpoena, warrant, court order relating to the production of records.
- If the data is generated in a professional, business, or employment context, and its processing aligns with the reasons for its creation.
- For journalistic, artistic, or literary purposes where the collection aligns solely with these endeavours.
- When the information is already in the public domain under specified regulatory conditions.

This section ensures Our practices align with the nuanced requirements of Canadian privacy regulations, ensuring Your rights and Our obligations are clearly defined and respected.

Data Retention Period

We retain User Data for as long as is reasonably necessary to fulfil the purposes outlined in this Privacy Policy, unless otherwise required, or permitted by law, such as tax, accounting, reporting, and other legal requirements. We may retain Your Personal Information for a longer period in the event of a complaint, or if We reasonably believe there is a prospect of litigation in respect to Our relationship with You.

To determine the appropriate retention period for Personal Information, We consider the amount, nature and sensitivity of the Personal Information, the potential risk of harm from unauthorised use or disclosure of Your Personal Information, the purposes for which We process Your Personal Information, whether We can achieve those purposes through other means, and considering the applicable legal, regulatory, tax, accounting, or other requirements.

In the event We no longer have an ongoing legitimate business need to process or store Your personal information, We will either delete it, or anonymise it for research or statistical purposes, in which case We may use this information indefinitely without further notice to You.

In some circumstances You can ask Us to delete Your data. (See "[Your Privacy Rights](#)" below for further information.) If deletion isn't feasible (like data stored in backups), We will securely store Your personal information and isolate it from further processing until We can delete it.

How We Collect Your Data

We may collect different data from or about You, depending on how You use or interact with the Site, or interact with the Company and Our team or authorised representatives, or what permissions You have granted to third parties such as social media platforms or any other parties We are affiliated with or contracted to, or which may connect to Our site, who You have provided information to, such as creating an account with Us, or logging in, using Your social media account details (when such features are available).

Information You provide Us:

Online Registration

To access Our Membership Area, which provides exclusive access to certain Goods and Services, Content, Online Resources, Community interaction, and other features, You will be required to create a password protected User Account by providing certain personal information, which may include; full name, user name, email address, mobile number, and other information depending on the type, nature, or purpose of Your registration.

Online Purchases and Membership Subscriptions

In order to process Your order and give You access to the relevant Goods and Services purchased, or ship merchandise to You, You may be required to register a User Account with Us (as above) and provide additional information necessary to fulfil Your order, such as, but not limited to; billing information (such as credit card number), billing address, and postal address.

Gifts

We may give You the opportunity at times to gift a friend or family member with access to Goods and Services We offer, whether free or paid for, wherein You may be required to provide Us with information about that person, necessary for Us to deliver or give them access to the gift, such as; full name, email address, telephone number, delivery address, or whatever information is required to ensure fulfilment.

Event Bookings

To attend an online or live event We are hosting, You may be required to provide Us with personal information to secure Your booking and gain access to the event, such as; account number, user name, full name, email address, telephone number, and for paid events, Your billing information (such as credit card/debit card details).

Opt-In Services or Communications

When You opt-in to receive or participate in certain Goods and Services (such as a free report, or an online quiz, poll, survey, feedback etc), or communication services (such as newsletters, articles, promotions, etc), You may be required to provide Us with Your name, email address, contact number, communication preferences, amongst other information as may be required on a case by case basis.

Support and Direct Communications

When You engage with Our online support services (including Our ChatBot, Support Forum, Feedback Forms, etc) or directly with Our support team online or telephonically, You may be required to provide Us with personal information necessary to identify You, or authenticate Your identity, or to enable Us to contact You, such as; Your account number, user name, full name, email address, telephone number, as necessary, **HOWEVER, WE WILL NEVER ASK YOU FOR YOUR PASSWORD, OR BILLING INFORMATION (SUCH AS COMPLETE CREDIT/DEBIT**

CARD NUMBER). Please ensure You NEVER share Your password or billing information with anyone.

Further, when engaging with Our automated and manned support services, You will be required to state the nature of Your enquiry or support needs, and this information and any other information You provide may be recorded and stored, so that Our support team (e.g. sales, accounts, and technical support) can deal with Your enquiry efficiently and effectively, and to ensure We have a resolution log and can identify if and when Your enquiry or support request has been resolved, and if it was resolved within the required timeframe in accordance with Our internal Company Policies and Procedures.

Direct Coaching and Mentoring

When engaging directly with one of Our Certified Coaches or Mentors, online or in person, whether in a Group or Individually, any information You provide may be recorded and kept on file as necessary, in order to provide You with the best coaching and mentoring experience over the course of Your intervention. Personal information shared in these interactions, particularly the private sessions, is considered confidential information and treated as such. We treat confidential information with utmost care, and We never store this information on Our Site. This information is stored in a secure location completely ringfenced from Our Site, and is only accessible by Your Coach/Mentor, and may only be accessed by one of Our Senior Coach/Mentor's with Your express permission.

Data from Third Parties

You may be given the option to link Your Legend X User Account with Your account on a third party site such as Facebook (Meta), Instagram, Google, Apple, etc, and if You have accessed Our Site via a social media platform, We may collect information related to Your social media account, which may include Your first and last name, gender, birthdate, location, username, email address, phone number, or picture, amongst any other information You have authorised Your social media account to share with Us. We may receive information from Our Subsidiaries and Sister Companies, and Associated Parties such as; content and product providers, service providers, licensors of software We are licensed to use, suppliers, corporate enterprises including corporate clientele, advertising and marketing companies, dataset vendors, list and research agencies, public database providers, and hosts or vendors at events or trade shows. We take steps to confirm that information We receive from these third parties has been collected with Your consent or that these parties are otherwise legally permitted to disclose Your personal information to Us. We might also obtain information from parties engaged in a collaborative project or joint venture with Us as part of business operations to offer new, or enhance existing, Goods and Services and Online Resources on the Site.

Affiliate Links

If You have accessed Our Site, or signed up for, subscribed to, or bought any of Legend X's Goods and Services, via an affiliate or ambassador link, the person or organisation controlling the link will have the information You submitted and will share this information with Us, which may include, email address, name, address, telephone number, or whatever information was requested and provided.

Voluntary Roles and Job Applications

When applying for a voluntary role on the Site, or at an Event, or when apply for a job with the Company, We may collect information such as, full name, national identity number, physical address, mailing address, email address, telephone number, CV, and LinkedIn profile, or other information that may be required for the application process.

Automated Data Collection

Systems Data

When connecting to or interacting with Our Site via Your computer, tablet, or mobile device, We may collect information such as, but not limited to, the IP address, device type, operating system type and version, through the use of cookies, pixel tags, and similar technologies. Please review Our [Cookie Policy](#) for more information on the use of cookies and similar technologies, how You can manage cookies and how We respond to 'Do Not Track' signals at the following link <https://legendx.net/cookie-policy/>.

Interactive Tools

When using any of Our online interactive tools, such as assessments, quizzes, polls, surveys, and feedback forms, We collect and store the information You provide and all Your responses, including open ended responses, along with any personal information You may be required to provide, such as, Your name, email address, location, age, profession, or any other such information as may be required to provide You the desired output or feedback, and enable Us to conduct meaningful analysis of consolidated results from all participants. When data is statistically analysed, it is typically anonymised. We use reputable third party service providers to design and deploy Our assessments, surveys, polls etc, and by using these online tools, means Your information is stored securely on their servers and is accessible to Us as a licensee and may be transferred to Our servers as required in the course of operations, and to deliver Goods and Services to You.

Information We Collect and Store

Notwithstanding the disclosures described in "How We Collect Your Data" (above), below is a description of the personal information about You that We may collect and store in the provision and fulfilment of Our services to You, which may include.

Information Types

First Name	Last Name
Email Address	Physical Address
Mailing Address	Billing Address

Telephone Number	Mobile Number
User Name	Facebook ID
Age	Gender
Marital Status	Income Range
Birthday	Country
Language	Time Zone
Education	Profession
Business Name	Industry
Parental Status	Photo
Telephone Call Recordings	Video Call Recordings
Information Emailed to Us	Information You Upload to the Site / Member Area
Responses to assessments, surveys, polls, quizzes, questionnaires, feedback, comments	Information You post in Our Forum or Comments Sections on Our Site.
Sign-up Source	Date of Account Creation
PayPal Email Address	Masked Credit/Debit Card information (for refunds)
Date of Account Updates	IP Address
Time Stamps	Device Type
Operating System	Browser
Email Open Clicks	Contact Preferences
User Behaviour	Login History

Order Details	Location
NPS Score	Your Rating of Our Support

Confidential Information

The Co-Founders of Legend X are certified, qualified, and highly experienced international Coaches and Mentors (Legend X Wingmen™ “Wingman”) who have been working with coaching and mentoring clients in the private and corporate sectors for more than two decades, and have earned an esteemed reputation with their clients, built on exemplary professionalism, skill, expertise, trust, respect, care, a sincere love for their clients, and passionate desire to support them in maximising their wellbeing and success in business, leadership and life. Trust is built on many things, and this includes how We handle Confidential Information, which We are pedantic about protecting. We demand the same level of care is exercised by any of Our certified or approved Coaches and Mentors.

NOTE that any confidential information You share with Your appointed Coach / Mentor / Wingman from Legend X in private coaching / mentoring sessions is treated as confidential, and is captured or recorded and stored in a secure and totally ringfenced location that is not linked to, or accessible through, Our Site.

Payment Information

When processing Your order to purchase or subscribe to any of Our Goods and Services through Our Site, We may collect data necessary to process Your payment, such as Your credit card / debit card number, name on the card, security code, expiry date, and card type (e.g. VISA/Mastercard). All payments processed, and payment data stored, is processed, and stored by a reputable Payment Gateway Provider appointed by Legend X, and all Your and Our interactions with the Payment Gateway Provider are subject to their Privacy Policy.

For all online payments, You will be directed to a secure (SSL) URL to make payment. Always check that the SSL certificate on the URL is valid before processing Your Payment.

Our approved and appointed Payment Gateway/s include:

Stripe:

Web Address <https://stripe.com/gb>

Privacy Policy: <https://stripe.com/gb/privacy>

Additional Security

As a means of fraud prevention and providing additional security to Your payment information, We, or Our Payment Gateway Provider, may implement additional security measures for the processing of online payments, such as 3D Secure, or other such security or authentication measures supported by card merchants and banks internationally. While

this may require a few additional steps to the payment process, this is for Your and Our security and peace of mind.

If You encounter any problems when processing Your payments, please read Our support articles and FAQ's, or contact Us via email at support@legendx.net

NOTE: We will never ask You for Your payment information or password. DO NOT SHARE this information with anyone via any medium.

How We Process Your Information

In summary, We process and store Your information, to communicate with You, for security and fraud prevention, to provide, improve and administer Our Goods and Services, and to comply with the law.

More specifically, We process Your information for various reasons, depending on Your instructions or how You interact with Our Site and Company, including:

- To create, authenticate, and maintain Your User Account (otherwise known as “Membership Account”) on the Site, so You can login to and access the member area and any Goods and Services, or Online Resources, You gained legitimate access to that are not accessible without a Membership Account and the respective User authorisations.
- To facilitate the delivery of Goods and Services, and Online Resources You have purchased or been granted access to.
- To respond to Your enquiries, provide You with support, or resolve any issues You may have with Our Site, Goods and Services, Online Resources, Support, or Purchases.
- To contact, communicate with, or notify You about improvements, additions, or changes to Our Site, Goods and Services, or Online Resources, or any changes to Our Legal Terms or Supplemental Terms, or to provide any other such information We believe is of importance or value to You.
- To fulfil and manage Your orders, purchases, bookings, appointments, payments, subscriptions, renewals, cancellations, returns, or refunds, as relevant or necessary.
- To request feedback about Your use of Our Site, Goods and Services, Online Resources, or Support Services.
- To enable or disable, user-to-user communications, profile visibility, or access to any forum or comments sections, or any other community-based features on the Site.
- To subscribe You to and deliver emails You have opted to receive, which may include, but not limited to, newsletters, notification services, or information about Goods and Services, new products and services, and events, or any other automated information or marketing services You have opted into, which You can opt out of / unsubscribe from at any time.
- To operate and improve Our Site, Goods and Services, Online Resources.

- To monitor and analyse usage data such as (but not limited to); purchase history, sales reports, User behaviour on the Site, email click and open rates, error reports, to identify trends, and to improve and refine Our service offering and the security on Our Site.
- To market and promote Our Site, Goods and Services, Online Resources, Special Offers, Events, Affiliate or Ambassador Programs, or relevant activities, products, or services of associated third parties, through email marketing, and advertising including (where applicable) retargeting via Google and Facebook notifications.
- To determine the effectiveness of Our marketing and promotional campaigns, so We can continuously improve Our service to You and Our Users.
- To protect and keep Our Site, Goods and Services, Online Resources, Intellectual Property, Brand Image, and Reputation, safe and secure, by way of copyright infringement and fraud monitoring and prevention measures, amongst other such safeguards.
- To safeguard or protect the vital interests of an individual and take measures to prevent harm wherever possible.
- To perform accounting, reporting, administrative, and legal tasks.

Sharing and Access To Your Data

We aim to not only comply with relevant data protection laws but also to establish and uphold high operating and performance standards of privacy and security within the Company and Our supply chain, ensuring Your personal data is handled with the utmost care and respect.

Internal Data Access and Security

The Company enforces strict access controls over Your personal data to ensure that only authorised personnel have access, and solely for legitimate business purposes. This access is granted to individuals within specific departments such as marketing, events, development, executive, and customer support, contingent upon their role's requirements in delivering the Goods and Services You have procured from Us, managing communications, and addressing any enquiries or requests You may have, including those related to refunds.

Access to Your personal data by Our employees is governed by the principle of "need to know." This means that employees are only provided access to the information that is directly relevant to their specific job functions. Additionally, We consider the following practices and principles to reinforce Our commitment to safeguarding Your data:

- **Training:** All employees with access to personal data undergo appropriate training on Our data privacy policies and procedures to ensure they understand their responsibilities in protecting Your data.
- **Data Access Reviews:** We periodically review access privileges to ensure that access rights remain aligned with job responsibilities and that unnecessary access is revoked promptly.

- **Data Segmentation:** We practice data segmentation wherever possible to limit the scope of data that employees can access as necessary for their stated role and its stated purpose.
- **Security Measures:** Robust technical and organisational measures are in place to prevent unauthorised access, data breaches, and to ensure the integrity and security of Your data, including, but not limited to, ringfencing confidential client information recorded in private sessions from Our Site server.

Third-Party Data Access and Sharing

We may share specific information with third parties who form an integral part of Our supply chain, and certain legal or regulatory authorities as may be required by law.

Contracted Parties

To ensure the smooth running of Our Site, business operations, and the effective management and nurturing of Our supply chain and business ecosystem, We draw upon the services of numerous technical, industry, and other specialists, who may be third-party vendors, suppliers, service providers, contractors, or agents ("Contracted Parties), to perform, or assist in the performance of, specific functions, tasks, or roles, to deliver Our Goods and Services, improve Our Site, service delivery, or online security, or to provide specific services, or technologies.

This may include, but not limited to, payment processing, user authentication, finance and accounting, email transmission, data storage and hosting, data analytics, cloud computing, Web and App development, software development, product engineering, technical support, Site moderation, marketing and advertising, affiliate marketing, SEO optimisation, social media content management, performance monitoring, system testing, legal services, and the deployment of Our Membership Platform, proprietary online assessments, surveys, quizzes, polls, and other interactive features.

We may share Your data with Contracted Parties to perform the abovementioned and other relevant services for Us, or on Our behalf, when access to Your information, or parts thereof, are necessary to do the work they are contracted to perform. We maintain agreements with Contracted Parties, which include measures to protect Your personal data. Under these agreements, Contracted Parties are prohibited from using Your personal information for any purposes beyond Our explicit instructions and are barred from sharing it with anyone other than Us. Furthermore, they are obligated to secure the data in their possession and keep it only for the duration specified by Us.

Legal and Regulatory Authorities

We may be required to access, preserve, and share Your information, including message content, with relevant legal and regulatory authorities, to comply with legal obligations, ensure adherence to Our Legal Terms, and protect Our community. Such disclosures may occur if required by law, regulations, legal proceedings, or audits, or to safeguard the rights, property, and safety of the Company or others against potential criminal activity, fraud, or abuse.

Other Parties

Your personal information may be shared with other third parties under the following circumstances:

- **Business Transactions:** In events like mergers, asset sales, financing, or acquisitions involving part, or all, of Our business, or in the event of insolvency or liquidation, We may be required to share or transfer Your information as part of the transaction or corporate action.
- **Usage Analytics (Google):** For analysing service usage, We may share data with Google Analytics, which involves features like Demographics and Interests Reporting. You can opt-out of being tracked by Google Analytics by visiting [Google Analytics Opt-out](#). You can opt-out of Google Analytics Advertising Features Google Ads and mobile app ads settings. Alternative opt-outs options are available through [Network Advertising Initiative](#) and [NAI Mobile Choice](#). For more information about Google's privacy practices please visit their Privacy & Terms page.
- **Affiliated Parties:** We may share Your information with Affiliated Parties, such as Our Sister Companies, or any company that acquires a controlling interest in Our Company ("Parent Company"), or any companies We acquire a controlling interest in ("Subsidiaries"), or any joint venture partners, or other companies that We control or that are under common control with Us, all of which shall be subject to, and shall honour, the terms of this Privacy Policy.
- **Business Partners:** Notwithstanding the parties included under 'Contracted Parties', We may share Your details with Our partners to provide specific products, services, or promotions, who shall all be subject to the terms of this Privacy Policy.
- **Other Users:** If You engage in public areas of Our Site or share information publicly, such as comments, contributions, images, or any other content or personal information, such information may be accessed by some, or all, users and potentially outside the Site, and may remain publicly available indefinitely. This may mean other users will be able to view Your activities and profile, or communicate with You within Our Services.
- **With Your Consent:** We may disclose Your Personal Information to any other person or entity where You have requested or consented to such disclosure.

Anonymised Information

We may share non-personally identifiable information, such as anonymised or aggregated information, with Contracted Parties for purposes such as, analysis, identifying trends in the areas of Our Goods and Services and to help research and develop new Goods and Services.

We do not sell any of Your Personal Information.

Marketing and Advertising

We may share Your information with certain Contracted Parties to prepare and deliver advertising and marketing content, to provide content services, and to enable them to

provide You with more personalised ads, and to study the effectiveness of Our marketing and promotional campaigns.

In particular, We may use Contracted Parties to communicate regarding Goods and Services that may be of interest to You, in accordance with Your preferences. You may receive this content by a variety of means such as email, phone or when You access and use the Site or other services, or other websites. Content may be based on information obtained, for example, through prior purchases or transactions, through Your device's physical location, through information about what advertisements and content You have viewed, or through cookies and similar technologies relating to Your access to and use of the Site and other websites. Please read Our [Cookie Policy](#) for more information. You can choose whether to allow or deny uses and/or sharing of Your device's location by changing Your device settings, but if You choose to deny such uses or sharing, Our Contracted Parties may not be able to provide You with the applicable Site Services and content.

You may opt-out of certain services in accordance with Your rights. Please read the section under [Your Privacy Rights](#) for more information.

International Data Transfers

Our Site operates on a global scale, utilising services such as Cloudflare or similar such services to enhance performance, redundancy, and security by replicating data across servers worldwide. This global operation means personal information may be transferred across international borders and stored in various countries to maintain swift service delivery, maximise data redundancy, and ensure high availability of Our services.

Due to the international nature of Our operations, Your personal information may be processed in countries whose privacy laws may be different from those in Your country. While We strive to protect Your information in line with the security measures described in this Privacy Policy, the global nature of data transfer means We cannot always specify the exact locations of data processing and storage.

We are committed to ensuring the protection of Your personal information regardless of where it is processed or stored. We implement robust security measures and privacy practices to safeguard Your data against unauthorised access, alteration, and misuse. However, We acknowledge the challenges posed by varying international data protection laws and assure You that We take all feasible steps to comply with applicable laws and maintain data privacy and security.

By using Our Site, Goods and Services, and Online Resources, You acknowledge and consent to the international transfer, storage, and processing of Your personal information as described in this policy. Please contact Us if You have any concerns or require further information regarding Our data transfer practices.

Protection of Your Information

Our Site and business operations are designed and structured to implement suitable administrative, technical, and organisational safeguards aimed at protecting Your Personal Information from dangers such as loss, destruction, and unauthorized access, modification, disclosure, or use. We mandate comparable security measures from Our suppliers and vendors when they handle Personal Information shared with them. It is also crucial for Site users to contribute to safeguarding the data, systems, networks, and services in use. While We strive for maximum security, no method of data transmission or electronic storage is infallible and cannot be guaranteed to be 100% secure, and We cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat Our security and improperly collect, access, steal, or modify Your information. Although We will do Our best to protect Your personal information, the transmission of personal information to and from Our Services is at Your own risk. You should only access the Services within a secure environment. Should You believe Your interaction with Us has been compromised, such as a suspected breach of Your account password, We urge You to contact Us immediately as detailed in our [Contact Information](#) section below or via Our [Contact Us](#) page.

Your Privacy Rights

Your privacy rights are governed by the country, state, region, or territory, You live in, and In Our commitment to uphold transparency and empower You with control over Your personal information, this section outlines the fundamental rights You have regarding the data We collect, use, and share.

Recognising the global reach of Our services, We've designed this part of Our privacy policy to first present a consolidated overview of user rights that are common across major data protection laws, including but not limited to the General Data Protection Regulation (GDPR) in the European Union and European Economic Area, the UK General Data Protection Regulation (UK GDPR), the Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada, and the Federal Act on Data Protection (FADP) in Switzerland.

We then outline specific rights or considerations unique to certain jurisdictions, highlighting any additional protections or specific mechanisms through which You can exercise Your rights under local laws, ensuring You can easily understand the core rights afforded to You and know where to find more detailed information tailored to Your regional legal framework.

Our aim is to ensure You feel informed and empowered to make choices about Your personal data while navigating Our services. If You have any questions or need further clarification on any of the rights mentioned, please contact Us by means detailed in the [Contact Information](#) section below.

Common User Rights Across Data Protection Regulations

The following includes data protection rights that are commonly protected under various international data protection laws. While specific procedures to exercise these rights might vary depending on Your jurisdiction, the essence of these rights remains consistent:

- **Right to Access:** You have the right to obtain a copy of Your personal information that We hold and any supplementary information.
- **Right to Rectification:** You have the right to have any incomplete or inaccurate information We hold about You corrected or complete as the case may be.
- **Right to Erasure (Right to be Forgotten):** Under certain circumstances, You have the right to request the deletion or removal of Your personal data from Our records, such as when the data is no longer necessary for the purposes for which it was collected, or when You withdraw consent and there is no other legal ground for processing.
- **Right to Restriction of Processing:** You may have the right to request the restriction of processing Your personal data in certain circumstances, which means We can store Your data but not further process it under specific conditions.
- **Right to Data Portability:** Where applicable, You have the right to receive the personal data You have provided to Us, in a structured, commonly used, and machine-readable format.
- **Right to Object:** You have the right to object to the processing of Your personal data under certain circumstances, including processing for direct marketing purposes or processing based on fulfilling a task in the public interest, or exercise of official authority, or for the purposes of legitimate interests as the legal basis for processing Your personal data, by Us or a third party.
- **Right to Withdraw Consent:** When relying on Your consent, express or implied, to process Your information, and such consent has been provided, You have the right to withdraw consent at any time, without affecting; the lawfulness of processing based on consent before its withdrawal, or the processing of Your personal information conducted in reliance on lawful processing grounds other than consent. Please see [“Withdrawing Your Consent”](#) below to understand how You can do so.
- **Rights related to Automated Decision Making and Profiling:** You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning You, or similarly significantly affects You, unless necessary for entering into, or for the performance of, a contract between You and Us, or is based on Your explicit consent.

Jurisdiction-Specific User Rights

While the rights outlined above serve as a universal foundation for data privacy across territories, certain jurisdictions offer additional protections or specific mechanisms for exercising these rights. Here, We highlight notable differences and additional rights You may have under local laws:

European Union / European Economic Area (GDPR)

Right to Lodge a Complaint: You have the right to lodge a complaint with a supervisory authority in Your Member State of residence, place of work, or place of the alleged infringement if You consider that the processing of personal data relating to You infringes the GDPR.

Right to Object to Processing for Direct Marketing: Specific to GDPR, You have an absolute right to object to the processing of Your personal data for direct marketing purposes at any time.

United Kingdom (UK GDPR)

Representation for Data Subjects: Data subjects in the UK have the right to appoint a not-for-profit body, organization, or association to lodge a complaint on their behalf and facilitate the resolution thereof.

Age of Digital Consent: The age at which a child can provide their own consent to data processing services is set at 13 years old in the UK.

Canada (PIPEDA)

Right to Know Why: You have the right to be informed of the purposes for which Your data is collected, used, or disclosed in clear and understandable terms at the time of collection.

Complaints to the Privacy Commissioner: Individuals have the right to lodge a complaint with the Privacy Commissioner of Canada if they believe their rights have been infringed upon.

Switzerland (FADP)

Right to Information on Data Collection: You have the right to receive clear information about any collection of Your personal data, including the purpose of the data processing and the identity of the data controller.

Right to Data Security: There's an emphasis on the right to have personal data protected against unauthorised processing through adequate technical and organisational measures.

California (CCPA)

For residents of California, the California Consumer Privacy Act (CCPA) affords additional rights to ensure the privacy and protection of Your personal information. Under the CCPA, You have the following rights:

- **Right to Know:** You can request details about the specific personal information collected about You, including how it's used and shared.
- **Right to Opt-Out of Sale:** You have the right to opt-out of the sale of Your personal information to third parties.
- **Right to Non-Discrimination:** Exercising Your CCPA rights comes without the fear of being discriminated against in terms of price or services.
- **Right to Opt-Out of Sharing for Behavioural Advertising:** You can opt-out of having Your information shared for cross-context behavioural advertising.
- **Right to Correct:** You can request the correction of inaccurate personal information held about You.

- Right to Limit Use of Sensitive Personal Information:** You may limit the use and disclosure of Your sensitive personal information beyond what is necessary for providing requested services.

For more information about Your rights under the CCPA, please visit the official California Legislative Information website at <http://leginfo.legislature.ca.gov/>

In accordance with CCPA regulations, below is a table of personal information collected, disclosed, and sold relating to California residents over the preceding 12 months and Our applicable retention periods:

Personal Information Category	Retention Period	Business Purpose	Collected	Disclosed	Sold
A. Identifiers (E.g. Full name, addresses, telephone or mobile number, user ID, IP address, email address, etc)	See “Data Retention Period” section of Privacy Policy	For Site functionality, customer support, business operations, communications, marketing & advertising, statistical analysis	YES	YES	NO
B. Protected classification characteristics under state and federal law		Limited to name, address, phone numbers, gender, date of birth	YES	YES	NO
C. Commercial Information (E.g. Transaction information, purchase history, payment information etc)	See “Data Retention Period” section of Privacy Policy	For delivery of Goods and Services, customer support, business operations, communications, marketing & advertising, statistical analysis	YES	YES	NO
D. Biometric Information (E.g. Fingerprints, voice prints)			NO	NO	NO
E. Internet or other similar activity (E.g. Browsing history, search history, online behaviour, interest data, and interactions with Our other Site, applications, systems, and advertisements)	See “Data Retention Period” section of Privacy Policy	For functionality, business operations, and statistical purposes.	YES	YES	NO
F. Geolocation Data (Device location)		For functionality, business operations, and statistical purposes.	YES	YES	NO

G. Audio, electronic, visual, thermal, or olfactory information	See "Data Retention Period" section of Privacy Policy	For delivery of Goods and Services, customer support, client feedback,	YES	YES	NO
H. Professional or employment-related information			YES	YES	NO
I. Education information			YES	YES	NO
J. Inferences drawn from collected personal information		For delivery of Goods and Services, tailored communications based upon preferences,	YES	YES	NO
K. Sensitive personal information			NO	NO	NO

Exercising Your Rights

To exercise any of the rights mentioned, or if You require further clarification about Your specific rights within Your jurisdiction, please contact Us using the details provided in the [Contact Information](#) section below. We are committed to addressing Your queries and facilitating the exercise of Your rights in compliance with applicable laws.

Withdrawing Your Consent

Pursuant to Your right to withdraw consent, You may do so by contacting Us by using the contact details provided in the [Contact Information](#) section below.

Opting Out of Marketing and Promotional Communications

To opt out of receiving marketing and promotional communications from Us, You have several options at Your disposal:

Email Communications: Click on the "unsubscribe" link found in any marketing email We send to You. This will automatically remove You from Our email marketing lists.

SMS Communications: Respond to any marketing text message from Us with "STOP" or "UNSUBSCRIBE." This action will cease further SMS marketing messages from Us.

Direct Contact: Reach out to Us directly using the [Contact Information](#) below or via our [Contact Us](#) page. Specify Your desire to be removed from Our marketing communications, and We will promptly honour Your request.

After opting out You will be excluded from future marketing communications.

Please note however, that You may still receive essential service-related communications from Us. These include notifications crucial to managing Your account, service request responses, and other important non-marketing updates.

Cookie Preferences and Management:

Web browsers typically accept cookies by default, but You have the option to adjust Your browser settings to delete existing cookies and refuse accepting future ones. Should You decide to disable cookies, please be aware that some functionalities or services on Our Site might become inaccessible or not perform as intended. For more information about Our “[Cookie Policy](#)” please visit: <https://legendx.net/cookie-policy/>

Managing Do-Not-Track (DNT) Settings

Many web browsers, along with certain mobile operating systems and applications, offer a Do-Not-Track (DNT) option that You can enable to express Your preference against having Your online browsing activities observed and collected. Currently, the industry has not agreed on a uniform standard for recognizing and executing DNT signals. Due to this lack of standardization, Our systems do not acknowledge DNT browser signals or any similar mechanisms that convey Your decision against being tracked online.

Should future developments lead to the establishment of an industry standard for online tracking that We are required to adhere to, We will update Our practices accordingly and provide You with updated information in a new version of this privacy notice.

Managing Your Account Information

If at any time You wish to review or change the information in Your User Account, or terminate Your account with Us, You can:

- Log into Your User Account and update Your information, or terminate Your account,
- Contact Us using the [Contact Information](#) details below or via [Our Contact Us](#) page and request to terminate Your account with Us.

In the event You terminate Your account with Us, We will deactivate Your online account and delete Your information from Our active databases as soon as practically possible. We may however retain certain information in Our files to prevent fraud, resolve technical issues, aid in ongoing enquiries or investigations, uphold or enforce Our Legal Terms, and / or conform to legal mandates or requirements.

Please read our [Cancellation & Refund Policy](#) to understand the cancellation process and any rules or conditions relating thereto.

Cookie Policy

We may use cookies and similar tracking technologies such as web beacons and pixels, to access or store information. Specific information about how We use such technologies and how You can refuse certain cookies is set out in Our [Cookie Policy](#).

Privacy Policy Concerning Minors

Our Goods and Services are intended for Users who are at least 18 years of age and have the legal capacity to enter into legal agreements (i.e. without consent of a parent or legal guardian) and upon whom We have the right to enforce the provisions of these Legal Terms.

We do not knowingly gather or process information from individuals under the age of 18, or direct marketing activities towards them, and by accessing Our Site, Goods and Services, or Online Resources, You represent that You are at least 18 years of age or older and have the legal capacity to fulfil the requirements and provisions of Our Legal Terms.

Notwithstanding the above, should We become aware that personal information from users younger than the legal age of consent as defined by law in any territory, has been collected, We will deactivate the account, if an account has been created, and take reasonable measures to promptly delete all or as much data from Our records as is within Our capacity to do so.

If You are under the age of 18, do not provide any information about yourself on Our Site, including Your name, address, telephone number, or email address.

If You become aware that information of a minor under the age of 18 has been provided to, or processed by Us, please notify Us by any of the methods described in the [Contact Information](#) section below.

Links to Other Websites

Our Site may contain links to external websites owned and operated by third parties and not under Our management or control. By selecting a link to a third-party website, You will be redirected to that external website and will leave Our Site. These websites are not governed by Our Privacy Policy, and usage of those websites will be subject to their own privacy policy. We recommend that You thoroughly examine the privacy policies of any websites You enter.

Changes to This Policy

The Company reserves the right to modify or replace these Legal Terms at any time at Our sole discretion. By continuing to access or use Our Site, Goods and Services, or Online Resources after revisions become effective, You agree to be bound by the revised terms. If You do not agree to the new terms, in whole or in part, please stop using the Site, Goods and Services, and Online Resources.

Contact Information

If You have any questions about these Legal Terms, or to make any enquiries regarding Our Goods and Services, or to resolve a complaint, or provide feedback or suggestions, please contact Us using the information provided on Our [Contact Us](#) page: <https://legendx.net/contact/>

Registered Address

Legend X UK Limited, c/o Cox Costello & Horne, Batchworth Lock House, 99 Church Street, Rickmansworth, WD3 1JJ

Legend X Limited, Second Floor, 18-20 North Quay, Douglas, Isle of Man IM1 4LE.

Email Addresses

Enquiries & Support: support@legendx.net

Legal and Privacy: LXcompliance@legendx.net

Links

Terms and Conditions <https://legendx.net/terms-conditions/>

Privacy Policy <https://legendx.net/privacy-policy/>

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