

Privacy Policy

This website (**website**) is owned and operated by BATS Trading Limited (**BATS Trading**), a company applying to be authorised and regulated by the Financial Services Authority, whose registered address is 7th Floor, 6 New Street Square, London EC4A 3LX (company number 06547680).

BATS Trading is part of the BATS group of companies which includes BATS Holdings, Inc. and all subsidiaries, divisions, branches, affiliates or companies under common ownership or control of BATS Holdings, Inc. (**BATS Group**).

BATS Trading protects your privacy. This Privacy Policy (as updated and amended from time to time) describes our current policies and practices with regard to Personal Data collected by us from you when you use this website. **Personal Data** refers to personally identifiable information about you, such as your name, job description, health related data, birthday, e-mail address or mailing address.

How do we collect information?

We will collect limited personal data from you in order to provide you with a user account. Otherwise, we only collect your Personal Data that you knowingly and willingly supply to us. For example, you can sign up to receive email notifications by submitting your email address. You can also unsubscribe or change your details at any time by contacting us at TradedeskEurope@batstrading.com.

How do we store your information?

We store your information securely and only for the purpose of providing services and information you have requested from us.

Who has access to your information?

We do not share with, nor sell nor distribute your Personal Data to unrelated third parties, except under these limited circumstances:

- We may share various details about you within the BATS Group and with our partners, service providers, consultants or other agents in order to provide you with the products, services or information you have requested.

- We may share or transfer the information in our databases to comply with a legal or regulatory requirement or for the administration of justice or to protect the security or integrity of our databases or this website, or to take precautions against legal liability, or in the event of our sale, merger, reorganisation, transfer of business, dissolution or similar event.
- If we should sell or buy any business or assets, in which case we may disclose your Personal Data to the prospective seller or buyer of such business or assets.

Notification of changes to this Privacy Policy

If and when our data practices change, we will notify you of the changes via this page. We encourage you to check this Privacy Policy frequently.

Anonymous data collected through this website

In addition to the information we collect as described above, we use technology to collect anonymous information about the use of our website. For example, we use technology to track which pages of our website our visitors view. We also use technology to determine which Web browsers our visitors use. This technology does not identify you personally; it simply enables us to compile statistics about our visitors and their use of our website.

In order to collect the anonymous data described in the preceding paragraph, we may use temporary “cookies” that remain in the cookies file of your browser until the browser is closed. The IAB website at www.allaboutcookies.org tells you how to remove cookies from your browser.

Transfer of Data Abroad

We may transfer data between members of the BATS Group, and our third party processors which may be located outside the EEA. Where your Personal Data is transferred outside the EEA we will ensure that the recipient agrees to keep your information confidential and hold it securely in accordance with the requirements of the Data Protection Act 1998.