



## About

With this Privacy Policy, we would like to inform you about the nature, scope and purpose of the collection and processing of your personal data when you open an investment account ("Investment Pocket") with Vivid Invest GmbH ("Vivid Invest", "we", "us").

## Responsible authority

The controller responsible for the collection and processing of your personal data in accordance with the EU General Data Protection Regulation (Regulation (EU) 2016/679) ("GDPR") is:

Vivid Invest GmbH  
Kemperplatz 1  
10785 Berlin, Germany  
AG Charlottenburg HRB 219565 B

If you have any concerns, requests or questions about your data, or think that some of our privacy practices are not addressed in this Privacy Policy, please contact our Data Protection Officer at [dpo@vivid.money](mailto:dpo@vivid.money).

## Joint controller

Additionally, please note that we work closely with CM-Equity AG ("CME"), which can be contacted at Kaufingerstraße 20, 80331 München, Germany, in order to provide you with investment services. We and CME jointly determine the purposes and means of processing your personal data for certain operations on the basis of a joint controller agreement within the meaning of Article 26 GDPR. Among other things, the joint controller agreement specifies that you can assert all rights relating to processing of your data against us and CME.

If you'd like to receive more detailed information regarding our and CME's respective obligations, please contact us at [privacy@vivid.money](mailto:privacy@vivid.money).

Please refer to <https://cm-equity.de/privacy-policy/> for information on how CME processes your personal data.

## Why we process your personal data (legal basis)

### 1. Contract

When you use the Vivid Money app, which is operated by our partner Vivid Money GmbH ("Vivid Money"), you have an opportunity to open an investment pocket. By opening this investment pocket, you will start receiving services via Vivid Invest GmbH. Within this pocket you can trade fractional shares, a service



which we offer in cooperation with our partner CME. Certain personal data is necessary for entering into this agreement and for subsequent delivery of the services included. This data is processed by us, CME and any other third parties who help us to provide you with the investment services. The lawful basis for this processing is Art. 6 (1)(b) of the GDPR - processing which is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract.

Please note that for our investment brokerage services and features, without the necessary personal data we and our partners will not be able to fulfil our contractual obligations, and therefore we will likely have to refuse entering into, or terminate a business relationship with you.

## **2. Legitimate interests**

Sometimes we need to collect and process your personal data to safeguard our legitimate interests or the legitimate interests of third parties. In these cases we also process your data lawfully according to Article 6 (1)(f) of the GDPR. Examples of such processing include:

- Ensuring IT security
- Preventing criminal activity, such as fraud
- Push notifications or messages relating to your existing or new services and offers
- User experience analytics and optimization
- Personalization of services and tariff options
- Defense of and against legal claims
- Investor Protection

## **3. Consent**

If you gave us consent to process your personal data for one or more specific purposes, for example to place cookies on your device or to send you marketing materials, we process these data according to Article 6(1)(a) of the GDPR. You can withdraw your consent at any time. However, keep in mind that the processing which took place before withdrawal remains lawful.

## **4. Legal obligation**

In cases where we or our partners are required to comply with any applicable laws, your personal data is processed according to Article 6(1)(c) of the GDPR - processing is necessary for compliance with a legal obligation.

Some examples of processing here include verification of your identity and age, prevention of money laundering and fraud, and tax reporting obligations.

## **When we process your personal data**

### ***Account opening***

In order for you to enter into an agreement with CME and open an investment account, we and our partners process the following personal data: your name, email, passport/IDcard, photo/video of you, tax country, Vivid client ID, CME client ID.



The majority of this data is not collected directly from you when you open your investment account. For your convenience, we simply transfer to CME the personal data you provided to Solarisbank when you opened your Vivid Money bank account.

If the data collected from Solarisbank is not complete for the purposes of the provision of investment services, additional data requests can be made. Examples could include:

- Any outdated personal information (e.g. expired IDs)
- Personal Identification or Document Numbers (e.g. Passport Number)
- Personal Tax Identification Numbers

We also ask a few questions concerning your knowledge and experience in financial services and products and your previous trading experience in order to determine if our services are appropriate for you. The answers are retained with your application.

### ***Identity verification***

In order to open an account for you with CME, it is necessary to verify your identity. However, you do not need to undergo another identity verification procedure, because the results of the KYC/AML check and your personal data used for account opening with Solarisbank are shared with CME.

### ***Transactional data***

When you use your account, we process data related to your entering into and executing transactions with financial instruments: date, time, amount, currency, name of the product, etc. This data is also used to create reports, account statements, or any other applicable documentation.

### ***When you contact us***

When you contact us via support chat or by any other means, we may process such categories of personal data as your email, phone number, language, country, as well as any information about the standing of your account or details of your transactions, depending on the issue you are experiencing. We may also collect other information if you choose to share it with us. Please do not share any additional personal data or documents, either concerning yourself or other individuals, unless specifically requested by us.

### ***When you visit [www.vivid.money](http://www.vivid.money).***

When you visit the Vivid Invest page on [www.vivid.money](http://www.vivid.money), some personal data from your device is automatically collected. This information includes your IP address, date and time of the request, time zone difference to GMT, browser language and version, operating system version or producer, information about your device, as well as some data about how you interact with the website (e.g. which website you came from, pages visited, links clicked). This is done to keep the website secure and to understand who visits it and which pages they find interesting, so that the content always stays relevant. Some of this data is collected using cookies. You can find more information about them in the [Cookie Notice](#).

### ***Analytics***

We process the personal data you provide us with, as well as the data created as a result of your use of your account and application, for analytics purposes. For example, we analyze how you interact with the app and make it more intuitive and easier for you to use, or to understand whether our products and services are customized to your needs so we can make changes if necessary, tweak the rates and conditions, and develop new products and services. In that case these data are stripped of direct identifiers, to provide an



additional layer of protection. If you wish to object to this processing, please contact us at [privacy@vivid.money](mailto:privacy@vivid.money).

### ***Direct marketing***

From time to time we will contact you to tell you about our new products or services which we think may be of interest to you. This type of activity is considered direct marketing, and in this case we rely on your consent or our legitimate interest to process your personal data for this purpose. If you wish to withdraw your consent or object to this processing, you can switch off notifications in your app preference center, or click on the “unsubscribe” link at the bottom of the email you receive from us.

## **Who we share your personal data with**

In order to provide you with certain functions and services, we have to share your personal data with partners, external third party service providers, related and regulatory entities. They only process your personal data on the basis of data processing agreements and according to strict instructions, which do not allow them to use your data for any other purposes without notifying you or asking for your consent. Here are some of the categories of the parties we may share your data with:

- Our partner and joint controller CME
- Cloud computing and storage providers like Amazon Web Services
- Analytics and business intelligence platforms like Snowflake, Mode Analytics, Appsflyer, Amplitude
- Companies that help us send you service related and marketing messages like Amazon SNS
- Providers of software that we use for customer support and issue tracking
- Companies that help us with customer and operations support like
- Web analytics services like Google Analytics

We, our partners, service providers and others may also be required to share your personal data with various financial institutions and/or enforcement or court authorities to comply with applicable laws, prevent fraud, enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or agents.

Additionally, we may reveal your personal data to third-parties if: (1) you request or authorize it; (2) to address emergencies or acts of God; and (3) to address disputes, claims, or to persons demonstrating provable legal authority to act on your behalf.

If you would like to receive more detailed information regarding third parties we share your personal data with, please contact us at [privacy@vivid.money](mailto:privacy@vivid.money).

## **Data transfers to third countries**

Some of our partners, service providers or other parties we transfer your personal data to may be located in countries throughout the world, including outside the EU or the EEA. Therefore, the data may be sent to countries with different data protection laws than your country of residence. In such cases, to ensure that your personal data receives a comparable level of protection, we provide appropriate safeguards, such as adequacy decisions and frameworks or Standard Contractual Clauses approved by the European



Commission. If you would like to receive more information about the transfers or safeguards, please contact us at [privacy@vivid.money](mailto:privacy@vivid.money).

## Automated decision-making and profiling

We process your data partially automatically in order to evaluate certain personal aspects (profiling). For example, we use profiling to prevent fraud, combat money laundering, terrorist financing, asset-polluting crimes, market abuse screening and creating your personal investment profile. Our monitoring model combines information from transaction details, customer profile data and device session data. The approach is based on current fraud trends, best practices from VISA and other sources. These measures serve to protect your interests and keep your funds secure.

## How long we keep your data

We keep your personal data for as long as it is necessary to achieve the purpose for which it was collected, usually for the duration of our contractual relationship plus any period thereafter as required by anti-money laundering or other applicable laws, or in cases of potential or ongoing court litigation. When the purpose for processing is fulfilled, but we are required to keep the data, it will be restricted and stored in a secure archive until it can be deleted.

## Your rights

Data protection laws provide you with rights to help you understand and control how your personal data is used. These are your rights:

- Right **to be informed** about why and how we are processing your personal data - we hope we achieved this by providing you with this Privacy Policy.
- Right **to have access** to your data - you have the right to ask us if we are processing your personal data, why we are doing so, under what lawful basis, the categories of your personal data, whether the data is being sent outside the EU, who we share your data with, how long we keep it, and request a copy of the data we are processing. If you are unable to find sufficient information in our Privacy Policy, please contact us at [privacy@vivid.money](mailto:privacy@vivid.money).
- Right **to object** to some processing - direct marketing, or if processing is based on legitimate interests.
- Right **to have your data deleted** - otherwise known as “right to be forgotten”. You can exercise this right if you withdraw your consent and there is no further legitimate interest in our processing of your data, your objection to processing under legitimate interests outweighs our interests, the processing is no longer necessary, there is a law that requires the data to be deleted, or the processing is unlawful.
- Right **to restrict processing** - if the personal data we are processing is inaccurate, if our processing is unlawful, if the data is no longer necessary for the original purpose of processing but needs to be kept for potential legal claims, or you have objected to processing carried out under legitimate interests and we’re still in the process of determining whether there is an overriding need to continue processing.



- Right to **data portability** - you can ask for your data that we process by using a computer, which you provided to us on the basis of consent or because it was necessary for a contract.
- Right to ask us about **automated decision-making** - you have the right to ask us to explain the logic involved in making any automated decisions and for the decision to be reviewed by a human being, if that decision had an effect on your rights or freedoms.
- Right to **rectification** - if any of your personal data that we hold is inaccurate, you can request to have it corrected.
- You have the **right to lodge a complaint** with the competent data protection authority if you have concerns about how we process your personal data (a list of national and regional data protection authorities is available on this [website](#)). However, we would appreciate it if you contacted us first and gave us an opportunity to resolve the issue.

If you would like to exercise any of these rights, or find out more about how we process your personal data, please contact us at [privacy@vivid.money](mailto:privacy@vivid.money). Reasonable access to your personal data will be provided at no cost. If access cannot be provided within a reasonable time frame, we will let you know the date when the information will be provided. If for some reason we cannot satisfy your request, we will provide an explanation why.

## Security of your information

To help protect the privacy of personal data you provide through the use of [www.vivid.money](http://www.vivid.money) or Vivid Money mobile app, we maintain physical, technical and administrative safeguards. We update and test our security technology on an ongoing basis. We restrict access to your personal data to those employees who need to know that information to provide services to you. In addition, we train our employees about the importance of confidentiality and maintaining the privacy and security of your data. We commit to taking appropriate disciplinary measures to enforce our employees' data protection responsibilities.

## Changes and updates to this Privacy Policy

As our organization and services change from time to time, this Privacy Policy may change as well. We reserve the right to amend it at any time, for any reason, without notice to you, other than the posting of the amended Privacy Policy on our website or in the mobile app. We may email periodic reminders of our notices and terms and conditions and will notify you of material changes thereto, but you should check our site or the app to see the Privacy Policy that is in effect and any changes that may have been made to it.