
Privacy Policy

Effective Date: 1. Jan 2024

MH af 2025 ApS

CVR: 45566722

Website: www.madstrades.com

Contact: support@madstrades.com

MH af 2025 ApS (“Company”, “we”, “our”, or “us”) is committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, store, share, and protect your personal information in accordance with applicable data protection laws, including the EU General Data Protection Regulation (GDPR).

By accessing our website, using our services, or providing personal data through any channel (including social media, messaging apps, and third-party platforms), you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following categories of personal data:

- Contact Information: Full name, email address, phone number, Telegram username, WhatsApp number, and social media handles.
 - Communication Data: Messages exchanged via WhatsApp, Telegram, ManyChat, Instagram, Facebook Messenger, LinkedIn, and other direct channels.
 - Marketing Preferences: Your subscription status, opt-in/out preferences, and interaction with our email newsletters (via MailChimp, LinkedIn, etc.).
 - Website Usage Data: IP address, device type, location (if enabled), browser type, cookies, and behavior on our website.
 - Transactional Information: Purchase history, billing records, and subscription activity through platforms like [Whop.com/madshansenreal](https://whop.com/madshansenreal) and whop.com/mads-hansen or Stripe.
-

2. How We Collect Your Data

We collect data from various sources including:

- Direct input by you via forms on Madstrades.com
 - Subscription and opt-in forms via MailChimp, ManyChat, or similar platforms
 - Communications via WhatsApp, Telegram, Instagram, Facebook, LinkedIn, and email
 - Integration with Whoop.com or Stripe upon payment or account creation
 - Newsletter sign-ups from LinkedIn, our website, or third-party landing pages
-

3. Purpose of Data Collection

We collect and process your data for the following purposes:

- To provide and manage our services, including live trading, mentorship, copy trading, subscriptions, and customer support.
 - To communicate with you, including responding to inquiries, customer service requests, trade updates, and Q&A support sessions.
 - To send you marketing and promotional material, newsletters, updates, exclusive offers, and relevant trading content.
 - To optimize our communication workflows, including automation via ManyChat, WhatsApp API, and MailChimp.
 - To comply with legal obligations and contractual requirements related to financial services, invoicing, and customer rights.
 - To analyze usage data to improve our services, product offerings, and website functionality.
-

4. Legal Basis for Processing

Our processing of your personal data is based on the following lawful bases:

- Consent – You have provided clear consent (e.g., newsletter sign-up, WhatsApp opt-in, ManyChat approval).
 - Contract – Processing is necessary to perform the service contract between you and us.
 - Legal Obligation – Processing necessary for compliance with legal obligations (e.g., record-keeping).
 - Legitimate Interest – Where processing is required for legitimate business interests such as marketing, user experience improvement, and fraud prevention.
-

5. How We Share Your Information

We do not sell or rent your personal data. We may share data with trusted third parties for operational and communication purposes, including:

- MailChimp, ManyChat, and WhatsApp Business – To send newsletters, messages, and manage support communications.
- Telegram and Instagram – For direct communication and marketing engagement.
- Stripe and Whoop.com – For payment processing and trading service delivery.
- LinkedIn – For outbound newsletter campaigns and engagement.
- Contractors or freelancers – Under NDA agreements, solely for business-related tasks (e.g., tech support, CRM setup).

All vendors are required to comply with GDPR and other relevant privacy regulations.

6. International Transfers

Some of our service providers may be located outside the EU/EEA. In such cases, we ensure that data is transferred securely and in compliance with GDPR by:

- Using services certified under the EU-U.S. Data Privacy Framework (e.g., MailChimp).
 - Entering into Standard Contractual Clauses (SCCs) approved by the European Commission.
-

7. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this policy, including:

- While you remain an active user of our services or communication channels
- For legal or compliance purposes (e.g., financial reporting, fraud prevention)
- For marketing communications unless you opt out

Upon request, your data may be deleted or anonymized unless legally required to retain it.

8. Your Rights

You have the following rights under applicable privacy laws:

- Right to Access – You can request a copy of your personal data held by us.
- Right to Rectification – You can ask us to correct any inaccurate or incomplete data.
- Right to Erasure (Right to Be Forgotten) – You can request deletion of your personal data.
- Right to Restrict Processing – You can request that we limit how your data is processed.
- Right to Object – You can object to processing for direct marketing purposes.
- Right to Data Portability – You can request that we transfer your data to another provider.

To exercise your rights, please contact: support@madstrades.com

9. Cookies and Tracking Technologies

Our website may use cookies and other tracking technologies to enhance your experience. These cookies may track:

- Pages visited
- Time spent on site
- Source of traffic
- Click-through actions

By using our website, you consent to the use of cookies as described in our [Cookie Policy].

10. Security of Your Data

We use commercially reasonable security measures to protect your personal information. These include:

- SSL encryption
- Password-protected systems
- Limited access to authorized personnel
- Security reviews of third-party vendors

No method of transmission over the Internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

11. Children’s Privacy

Our services are not intended for children under the age of 18. We do not knowingly collect data from minors. If we become aware that a child has provided us with personal data, we will delete it immediately.

12. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in technology, law, or business practices. All changes will be posted to this page with an updated “Effective Date.” It is your responsibility to review the policy periodically.

13. Contact Us

If you have any questions, concerns, or wish to exercise your rights, please contact:

MH af 2025 ApS

CVR: 45566722

Email: support@madstrades.com

Website: www.madstrades.com
