
PRIVACY POLICY

LETI ARTS LIMITED

Leti Arts Limited (hereinafter referred to as "Leti Arts") respects your privacy. This Privacy Policy describes the types of personal information we collect, how we use the information, with whom we share it, and the choices you can make about our use of the information. We also describe the measures we take to protect the security of the information and how you can contact us about our privacy practices.

Leti Arts is responsible for the collection and use of your personal information for the purposes described in this Privacy Policy are indicated in the How to Contact Us section of this document.

Our privacy practices are in accordance with legal requirements and reflect local and international practices.

Personal Information We Collect

Leti Arts may obtain information about you from various sources.

As a content distribution network and a processor of payment transactions, we obtain a limited amount of personal information about you from financial institutions and other entities in connection with your payment transactions.

In this context, we receive mobile money details, card account number, the name of cardholder, the merchant name and location, the date and the total amount of transaction. Importantly, we may need other contact information to process payment transactions.

We also may obtain information about you from companies that use or facilitate the use of other Leti Arts products or services and from publicly available information systems.

In addition, you may choose to submit information directly to us via several methods, including: (i) on our website, (ii) in response to marketing or other communications, (iii) through social media, (iv) by signing up for a Leti Arts product or service, (v) through participation in an offer, programme or promotion, or (vi) in connection with an actual or potential business or employment relationship with us. You may also choose to consent to third parties disclosing information about you to us that those third parties have collected.

The types of personal information we may obtain or you may choose to provide include:

- Contact information (such as name, postal or e-mail address, and phone number)
- Business contact information (such as job title, department and name of organisation)
- Username and password
- Payment account information
- Contact information for friends or other people you would like us to contact
- Content you provide
- Content you make available through social media accounts or memberships with third parties
- Mobile device unique identifier

- Geo-location data
- Other information (such as shopping behaviour and preferences, language preference, age, date of birth, gender and family status)

We, our service providers and partners collect certain information by using automated means, such as cookies, when you interact with our advertisements, mobile applications, or visit our websites, pages or other digital assets. The information we collect in this manner may include: IP address, browser type, operating system, referring URLs and information on actions taken or interaction with our digital assets. A “cookie” is small piece of data stored on a user’s computer.

We use data analytics services on our payment platform and mobile apps. We may also use technologies such as cookies to help us analyse how users use our content platforms.

How We Use Personal Information We Collect

We may use the personal information we obtain about you to:

- Process your payment transactions (including authorisation, clearing, chargebacks and other related dispute resolution activities)
- Protect against and prevent fraud, unauthorised transactions, claims and other liabilities, and manage risk exposure with respect to the integrity and security of our content and payment network
- Create and manage any accounts you may have with us and respond to your inquiries
- Operate, evaluate and improve our business (including developing new products and services; managing our communications; analysing our products, services, mobile applications and any other digital assets; facilitating the functionality of our content distribution platform, mobile applications and any other digital assets; and performing accounting, auditing, billing, reconciliation activities)
- Anonymising personal information and preparing and furnishing aggregated data reports showing anonymised information, (including, but not limited to, the following: compilations, analyses, analytical and predictive models and rules, and other aggregated reports) for the purpose of advising our affiliates and other customers regarding past and potential future patterns of spending, fraud, and other insights that may be extracted from this data
- Enforce our Terms of Use or other legal rights
- As may be required by applicable laws and regulations or requested by any judicial process or governmental agency having or claiming jurisdiction over Leti Arts and its services and products.
- Comply with industry standards and our policies

We also may use the information in other ways for which we provide specific notice at the time of collection.

Personal Information We Share

We do not sell or otherwise disclose personal information we collect about you, except as described in this Privacy Policy or as we disclose to you at the time the data is collected.

We may share personal information we collect with our affiliates and other entities that process payment transactions. We share personal information to process payment transactions and perform other activities

that you request. We also may share personal information with entities that assist with fraud prevention, to protect transactions against fraud, and to ensure the security of the transaction and our processing system.

In addition, we may share personal information with other third parties with your consent. When Leti Arts acts as a service provider for third parties we may provide them with personal information we collected on their behalf.

We also may share the information with our service providers who perform services on our behalf. We authorise these service providers to use or disclose the information only as necessary to perform services on our behalf or comply with legal requirements. We require these service providers by contract to safeguard the privacy and security of personal information they process on our behalf.

Leti Arts transfers personal information within Leti Arts subject to the terms of this Privacy Policy or otherwise as we disclose to you at the time the data is collected.

On our network or platform, you may provide, and you may accordingly choose to use certain features that can be accessed through, or for which we partner with, other entities that are not otherwise affiliated with Leti Arts. These features may be operated by third parties, and are clearly identified as such. These third parties may use or share personal information in accordance with their own privacy policies. We strongly suggest you review the third parties' privacy policies if you use the relevant features.

We may disclose information about you (i) if we are required to do so by law or legal process, (ii) when we believe disclosure is necessary to prevent harm or content or financial loss, or (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity.

We reserve the right to transfer personal information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Notice. Following such a sale or transfer, you may contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

Your Rights And Choices

You have certain rights regarding the personal information we maintain about you. We also offer you certain choices about what personal information we collect from you, how we use that information, and how we communicate with you.

You can choose not to provide personal information to Leti Arts by refraining from purchasing content or conducting transactions. You also may refrain from submitting information directly to us. However, if you do not provide personal information when requested, you may not be able to benefit from the full range of Leti Arts products and services, and we may not be able to provide you with information about our services.

You may be able opt out of the collection and use of certain information, where applicable, which we collect about you by automated means, when you use our application, network or platform. Your browser may tell you how to be notified and opt out of receiving certain types of cookies. In addition, in certain circumstances, we may provide you with other choices regarding the use of cookies. Please note, however, that without cookies you may not be able to use all of the features of our network or online services.

As indicated above, we may undertake data analyses. We may anonymise personal information to perform data analyses. You can opt-out of such anonymisation by contacting us.

To the extent provided by applicable law, you may withdraw any consent you previously provided to us, or object at any time on legitimate grounds, to the processing of your personal information. In some circumstances, withdrawing your consent to Leti Arts' use or disclosure of your personal information will mean that you cannot take advantage of certain Leti Arts products or services.

Subject to applicable law, you may have the right to: obtain confirmation that we hold personal information about you, request access to and receive information about the personal information we maintain about you, receive copies of the personal information we maintain about you, update and correct inaccuracies in your personal information, object to the processing of your personal information, and have the information blocked, anonymised or deleted, as appropriate. The right to access personal information may be limited in some circumstances by applicable local law requirements. To exercise these rights, please contact us as set forth below.

If we fall short of your expectations in processing your personal information or you wish to make a complaint about our privacy practices, please tell us because it gives us an opportunity to fix the problem. You may contact us by using the contact details provided in the "How To Contact Us" section below. To assist us in responding to your request, please give full details of the issue. We attempt to review and respond to all complaints within a reasonable time.

If you provide us with any information or material relating to another individual, you should make sure that the sharing with us and our further use as described to you from time to time is in line with applicable laws, so for example you should duly inform that individual on the processing of her/his personal data and obtain her/his consent, as may be necessary under applicable laws.

International Data Transfers

We may transfer the personal information we collect about you to recipients in countries other than the country in which the information was originally collected. Those countries may not have the same data protection laws as the country in which you initially provided the information. When we transfer your information to other countries, we will protect that information as described in this Privacy Policy or as otherwise disclosed to you at the time the data is collected.

Leti Arts is intended to be a global business. To offer our services, we may need to transfer your personal information among several countries including Ghana, where we are headquartered. We comply with applicable legal requirements providing adequate safeguards for the transfer of personal information to countries.

How We Hold And Protect Personal Information

The security of your personal information is important to Leti Arts. We are committed to protecting the information we collect. We maintain administrative, technical and physical safeguards designed to protect the personal information you provide or we collect against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use. We use hashing and SSL encryption on our platform to secure the use and transfer of personal information.

Leti Arts stores personal information only for as long as it is necessary for the fulfilment of the purpose for which the personal information was collected, unless otherwise required or authorised by applicable law. We take measures to destroy or permanently de-identify personal information if required by law or if the personal information is no longer required for the purpose for which we collected it.

Links To Other Websites

Our application, network or platform may provide links to other portals or websites for your convenience and information. These portals or websites may operate independently from Leti Arts. Linked portals or websites may have their own privacy notices or policies, which we strongly suggest you review if you visit any linked portal or websites. To the extent any linked portal or websites you visit are not owned or controlled by Leti Arts, we are not responsible for the portal's or websites' content, any use of the portal or websites, or the privacy practices of the portal or websites.

Updates To Our Privacy Policy

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will post a prominent notice on our network, platform and or relevant website to notify you of any significant changes to our Privacy Policy and indicate at the top of the Policy when it was most recently updated.

How To Contact Us

If you have any questions or comments about this Privacy Policy, Leti Arts' privacy practices or if you would like us to update information you provided to us, please e-mail us at: info@letiarts.com