

Last Updated: 04/23/2026

Xendia Global LLC ("**Xendia**," "**we**," "**our**," or "**us**") respects your privacy and is committed to handling personal information responsibly.

This Privacy Policy explains how we collect, use, disclose, and protect personal information through **xendia.com** and any related webpages, forms, content downloads, event registrations, communications, or other online services that link to this Privacy Policy (collectively, the "**Site**").

Xendia is a technology company focused on digital wealth infrastructure and institutional solutions. The Site is intended for informational and business-to-business purposes. Unless expressly stated otherwise, the Site does not provide financial, investment, tax, regulatory, or legal advice, and access to the Site does not create a client, advisory, fiduciary, or other regulated relationship.

1. Who We Are

Xendia Global LLC

175 SW 7th St, Suite 2310
Miami, Florida 33130
United States
Email: info@xendia.com
Phone: +1 305-415-0060

Xendia may work with affiliated entities within the Xendia group. Certain products or services referenced on the Site may be offered by separate affiliates and may be subject to separate agreements, disclosures, privacy notices, or regulatory frameworks.

2. Scope of This Privacy Policy

This Privacy Policy applies to personal information we collect through the Site, including when you:

- contact us;
- request a demo;
- download brochures, whitepapers, or other materials;
- register for webinars, events, or other communications;
- subscribe to newsletters or updates;
- interact with our forms, landing pages, or marketing content; or
- browse or otherwise use the Site.

This Privacy Policy does **not** govern:

- information processed solely on behalf of Xendia clients under separate commercial agreements;
- websites, applications, or services operated by third parties;
- separate privacy notices that may apply to regulated affiliates or specific services.

3. Information We Collect

We may collect the following categories of personal information:

A. Information You Provide Directly

When you submit a form, request a demo, contact us, download gated content, register for an event, or otherwise communicate with us, we may collect:

- first name and last name;
- business email address;
- phone number;
- company or institution name;
- job title or role;
- country or region;
- assets under management (AUM) range or institution size;
- information about your institution, business needs, or project;
- event or webinar registration details;
- marketing preferences; and
- any other information you choose to provide.

B. Information Collected Automatically

When you use the Site, we and our service providers may automatically collect certain technical and usage information, such as:

- IP address;
- browser type and version;
- device type and identifiers;
- operating system;
- pages viewed and navigation paths;
- referring URLs and campaign parameters;
- date/time stamps;
- approximate geolocation derived from IP address;
- engagement with emails, forms, content, or pages; and
- cookie and similar technology data.

C. Information from Third Parties

We may receive information from third parties, including:

- analytics providers;
- advertising and social media platforms;
- event or webinar tools;
- embedded media providers;
- publicly available business sources; and
- affiliated entities, where appropriate for business development, communications, or operational coordination.

4. How We Use Personal Information

We may use personal information for the following purposes:

- to respond to inquiries and communicate with you;
- to schedule demos, meetings, or follow-up calls;
- to provide requested materials, downloads, newsletters, and event information;
- to manage and improve our marketing, campaigns, and communications;
- to maintain records of our interactions;
- to personalize content and business outreach;
- to evaluate institutional interest and business opportunities;
- to conduct internal analytics, lead scoring, segmentation, and reporting;
- to operate, maintain, troubleshoot, secure, and improve the Site;
- to detect, investigate, or prevent fraud, abuse, or security incidents;
- to comply with legal, regulatory, contractual, or internal governance requirements; and
- to protect the rights, property, and safety of Xendia, our users, and others.

5. Marketing Communications

If you contact us, request information, register for an event, or download content, we may send you business communications related to your request and, where permitted, additional updates about Xendia, its services, insights, events, or related content.

Where required or where we choose to do so, we will obtain consent before sending marketing communications. In other cases, we may send business-to-business communications where permitted by applicable law.

You may opt out of marketing emails at any time by using the unsubscribe link in the email or by contacting us at info@xendia.com. Opting out of marketing communications will not

prevent us from sending transactional or service-related messages relevant to your request or relationship with us.

6. Cookies and Similar Technologies

We use cookies and similar technologies to operate the Site, understand usage, improve performance, remember preferences, and support analytics and marketing activities.

These technologies may include first-party and third-party cookies, tags, pixels, scripts, local storage, and similar tools.

For more information, please see our **Cookies Policy**.

7. Legal Bases / Grounds for Processing

Depending on the context and applicable law, we may process personal information:

- to take steps at your request before entering into a business relationship;
- for our legitimate business interests, including marketing, analytics, Site administration, security, and business development;
- based on your consent, where required or appropriate;
- to comply with legal obligations; and
- as otherwise permitted by applicable law.

8. How We Share Personal Information

We do not sell personal information.

We may share personal information with:

- service providers and technology vendors that support hosting, forms, CRM, analytics, email, automation, security, webinar registration, embedded content, and consent management;
- affiliated entities within the Xendia group, where relevant to internal operations, business development, service coordination, or organizational administration;
- professional advisers, auditors, insurers, or consultants bound by appropriate obligations;
- authorities, regulators, courts, law enforcement, or other third parties when required or appropriate under applicable law;
- a buyer, investor, successor, or other party involved in a merger, acquisition, financing, restructuring, or sale of assets; and
- other parties with your direction or consent.

9. Third-Party Tools and Integrations

The Site may use or integrate third-party technologies, including tools for customer relationship management, email marketing, analytics, tag management, advertising, form protection, embedded video, maps, consent management, and similar functions.

These may include, for example, HubSpot, Google Analytics, Google Tag Manager, reCAPTCHA, LinkedIn tags, Meta technologies, YouTube, Vimeo, or similar providers.

When you interact with third-party content or tools, those third parties may collect information in accordance with their own terms and privacy practices. Xendia is not responsible for the privacy practices of third-party websites, applications, or services.

10. International Data Transfers

Xendia is based in the United States. Personal information may be processed in the United States and in other jurisdictions where Xendia, its affiliates, or its service providers operate.

By using the Site or submitting information to us, you understand that your information may be transferred to and processed in countries that may have different data protection laws than those in your country of residence.

11. Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to maintain our business records, manage communications, comply with legal obligations, resolve disputes, and enforce our agreements.

As a general practice, Xendia may retain contact and lead information for up to **24 months** following the last meaningful interaction, unless a longer retention period is required or justified by an ongoing business relationship, legal obligation, security need, dispute, or other legitimate business purpose.

12. Data Security

Xendia maintains administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure.

No method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

Xendia maintains an information security program designed with reference to recognized security standards and practices, including **ISO/IEC 27001:2022**, within the applicable scope.

13. Your Choices and Rights

Depending on your location and applicable law, you may have certain rights regarding your personal information, including the right to:

- request access to personal information we hold about you;
- request correction of inaccurate or incomplete information;
- request deletion of certain information;
- object to or restrict certain processing;
- withdraw consent where processing is based on consent; and
- request information about certain disclosures or uses of your information.

To exercise a privacy request, please contact us at info@xendia.com. We may need to verify your identity and the scope of your request before responding.

14. Children's Privacy

The Site is not directed to children, and we do not knowingly collect personal information from children through the Site.

15. External Links

The Site may contain links to third-party websites, content, or resources. We are not responsible for the content, availability, or privacy practices of third-party sites.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a revised effective date. Your continued use of the Site after changes become effective constitutes your acknowledgment of the updated Privacy Policy.

17. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact:

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