



Privacy Policy

This Privacy Policy explains how **Troth Financial** collects, uses, stores, and protects the information you provide while using our website and services. We are committed to safeguarding your privacy and ensuring that your personal information is handled responsibly. By providing your information, you consent to its use in accordance with this policy.

Troth Financial may update this Privacy Policy from time to time by publishing the revised version on this page. This policy is effective from **January 1, 2026**.

Our relationship with clients is built on trust. During the course of providing our financial services, we may collect confidential personal information. We take reasonable technical and organizational measures to protect this information. However, where disclosure is required under applicable law, regulatory requirements, or lawful government requests, such information may be shared accordingly. Any links to third-party websites are provided for convenience, and Troth Financial is not responsible for their content or privacy practices.

What We Collect

- Name and contact details.
- Personal information including Date of Birth, Aadhaar Number, and PAN, wherever required for regulatory compliance.
- Demographic information such as gender, occupation, and income.
- Information that helps us improve our services and customer experience.

How We Use the Information

- To complete KYC and comply with SEBI, AMFI, and other regulatory requirements.
- To perform compliance checks and maintain business records.
- To improve our products and services.
- To send important service-related updates and investment communications.
- We do not sell, rent, or distribute your personal information except where required by law or with your consent.

Security

- We maintain appropriate physical, electronic, and administrative safeguards to protect the information collected through our website and services.

Links to Other Websites

- Our website may contain links to external websites. Once you leave our website, we are not responsible for the privacy practices or content of those websites.

Controlling Your Personal Information

- If you believe any information we hold about you is inaccurate or incomplete, please contact us. We will promptly update or correct verified information.

Security Practices

- Passwords are securely encrypted before storage.
- Communications are protected using industry-standard encryption.
- Your information is shared only when necessary to process requested services or comply with legal obligations.
- Our systems are regularly backed up and hosted using secure infrastructure.