

# Privacy Policy

Last updated: May 16, 2026

**In plain English.** We collect what we need to run your automated trading (email, password, your linked brokerage connection, your trade history). We encrypt sensitive data, never sell it to third parties, and let you delete your account at any time.

## 1. Who We Are

RallyPoint is operated by Velentrix ("we," "us," or "our"). This Privacy Policy describes how we collect, use, and protect your information when you use the Service at rallypoint.velentrix.com (and the legacy URL velentrix.com/autotrader).

## 2. Information We Collect

**Account information** — name, email address, and hashed password provided at signup.

**Brokerage connection data** — when you connect your linked brokerage account via OAuth, we receive and store an encrypted access token that lets the Service place trades on your behalf. We do not see or store your brokerage login password. We store the token encrypted at rest.

**Trading data** — orders, positions, fills, portfolio value, and account balance we retrieve from your linked brokerage in order to run the strategy, display your dashboard, and compute P&L.

**Market data** — prices, volumes, and signals (for example, broad-market condition and relative-strength ratings) we retrieve from third-party data sources to run the strategy.

**Billing information** — when you subscribe, Stripe processes your payment. We receive and store your Stripe customer ID and subscription status. We do not see or store your full card number; card data is held by Stripe under its own security controls.

**Usage data** — pages visited, engine start/stop events, API calls, and error logs used to operate and improve the Service.

**Technical data** — IP address, browser user agent, and timestamps captured in our server logs.

### 3. How We Use Your Information

- To operate the automated trading engine against your linked brokerage account.
- To display your portfolio, positions, trades, and performance on your dashboard.
- To send transactional emails (e.g., trade confirmations, engine alerts, password resets).
- To process subscription payments through Stripe.
- To monitor system health, debug errors, and improve strategy performance.
- To comply with legal obligations and respond to lawful requests.

### 4. Third Parties We Share Data With

We share only what is necessary for these partners to provide their service:

- **Your linked brokerage** — your broker of record. The Service sends order instructions to your brokerage and receives trading data. Your brokerage has its own privacy policy. The specific brokerage currently supported is identified in the Brokerage Disclosure section below.
- **Stripe, Inc.** — payment processing for subscriptions.
- **Third-party market-data providers** — we use commercial data sources to determine broad-market condition and stock ratings. We do not send your personal

data to these providers.

- **Cloud and hosting providers** — servers, DNS, and email delivery infrastructure used to run the Service.

We do not sell your personal information to advertisers or data brokers. We do not share your trading history with any third party for marketing.

## 5. How We Secure Your Data

- Sensitive fields including brokerage access tokens are encrypted at rest.
- Passwords are hashed with bcrypt; we cannot recover your password.
- All web traffic is served over HTTPS/TLS.
- Access to production systems is restricted to authorized personnel.
- We follow the principle of least privilege for database and API access.

No system is perfectly secure. You are responsible for keeping your account credentials confidential. If you believe your account has been compromised, change your password and contact us immediately.

## 6. Your Choices and Rights

- **Disconnect your brokerage.** You can revoke the Service's access to your linked brokerage account at any time from your broker's dashboard. This immediately stops automated trading.
- **Cancel subscription.** You can cancel your subscription from Settings; cancellation takes effect at the end of the current billing period.
- **Access, correct, or delete your data.** You can request a copy of your data or request deletion of your account by emailing us. We will respond within 30 days, except where retention is required by law (e.g., tax records, fraud prevention).
- **Marketing email.** We only send transactional emails related to your account and the Service. We do not send marketing email without your consent.

## 7. Data Retention

We retain account and trading data while your account is active. After account deletion, we retain minimum data required by law (including billing records for tax purposes, typically seven years). Backups are rotated and purged on a regular schedule.

## 8. Children

The Service is not intended for anyone under 18. We do not knowingly collect information from children. If we learn we have collected data from a minor, we will delete it.

## 9. International Users

The Service is operated from the United States. If you use the Service from outside the U.S., your data will be transferred to and processed in the U.S., which may have different data protection laws than your country.

## 10. California Residents (CCPA)

California residents have specific rights to know what personal information we collect, to request deletion, and to opt out of the "sale" of personal information. We do not sell personal information as defined by the CCPA. To exercise your rights, contact us at the address below.

## 11. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by email or a notice in the Service. The "Last updated" date at the top reflects the latest revision.

## 12. Brokerage Disclosure

RallyPoint by Velentrix is a software tool. Brokerage services are not provided by Velentrix LLC. As of the date of this document, the brokerage that RallyPoint integrates with is **Alpaca Securities LLC** (member FINRA/SIPC), a wholly-owned subsidiary of AlpacaDB, Inc. Your account is opened, held, and serviced by the

brokerage; Velentrix LLC does not custody, hold, or transmit user funds or securities. The supported brokerage may change in the future; current integrations are listed at <https://rallypoint.velentrix.com/>.

### **13. Contact**

Privacy questions or data requests can be sent to [chuck@velentrix.com](mailto:chuck@velentrix.com).

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