



Website Terms of Use and Cookie Policy

PU Prime Financial Services LLC

Licensed Activity: Capital Market Authority (CMA) Category 5 (Introduction and Promotion)

Licence No.: 20200000388

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1. Acceptance of Terms

Welcome to the website of PU Prime Financial Services LLC (“we,” “our,” or “the Company”). By accessing, browsing, or otherwise using this website, you acknowledge that you have read, understood, and agree to be legally bound by these Terms of Use, together with any applicable laws, regulations, and policies referenced herein.

If you do not agree to these Terms of Use in their entirety, you must immediately cease use of the website and any services made available through it.

Your continued access to or use of the website constitutes your ongoing acceptance of these Terms of Use, as may be amended from time to time.

2. Scope of Services

PU Prime Financial Services L.L.C. is licensed by the Capital Market Authority (“CMA”) of the United Arab Emirates to conduct Category 5 regulated activities of Introduction and Promotion under License No. 20200000388.

The Company’s activities are strictly limited to introducing and promoting financial products and services offered by duly licensed third-party financial institutions and facilitating contact between prospective clients and such institutions.

The Company is not authorized to:

- Provide investment advice or financial recommendations;
- Conduct portfolio management or financial planning services;
- Execute trades or transactions;
- Hold, manage, or control client funds or assets;
- Conduct investment suitability assessments.

All information presented on this website is provided strictly for general informational and marketing purposes. Nothing contained herein shall constitute financial advice, an offer, solicitation, or recommendation to invest in any financial product or service.

Any regulated financial service is provided solely by the relevant licensed third-party institution, which remains independently responsible for its own regulatory compliance and client obligations.

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If you believe that any content on this website infringes your intellectual property rights, you may notify the Company in writing with sufficient supporting documentation to enable appropriate review and action.

4. Disclaimers

The information, materials, and content presented on this website are provided strictly on an "as is" and "as available" basis, without any warranties, guarantees, or representations of any kind – whether express, implied, or statutory – including but not limited to warranties of merchantability, fitness for a particular purpose, non-infringement, or accuracy.

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Nothing contained on this website shall be construed as:

- Financial, investment, or trading advice, or a substitute for professional judgment tailored to your personal circumstances;
- A recommendation, endorsement, or approval of any specific financial product, investment strategy, or third-party provider introduced via this platform;
- An offer, invitation, or solicitation to engage in any financial activity, open an account, or make an investment in any jurisdiction.

You expressly acknowledge and agree that any reliance you place on the information or content accessed through this website is entirely at your own discretion and risk. The Company shall not be liable for any decisions made, actions taken, or losses incurred based on such information.

We strongly encourage users to conduct their own due diligence and seek appropriate independent financial, legal, or tax advice before engaging with any financial product, strategy, or third-party service provider introduced or mentioned on this site.

5. Limitation of Liability

To the fullest extent permitted by applicable law, PU Prime Financial Services LLC, including its directors, officers, employees, affiliates, licensors, and agents, shall not be liable for any direct, indirect, incidental, consequential, punitive, or special damages, including but not limited to loss of profits, revenue, data, goodwill, business opportunities, or anticipated savings, arising out of or in connection with:

- Your access to, use of, or inability to access or use this website;

- Your reliance on or use of any information, material, or content made available through this website;
- Your interactions with, or decisions to engage with, any third-party service providers introduced or promoted through this platform;
- Any delays, disruptions, errors, inaccuracies, technical failures, system outages, or malicious attacks affecting the functionality or availability of the website or its content;
- Any loss or damage to your data, hardware, software, or other digital assets resulting from your use of the website.

This limitation of liability applies regardless of the legal theory under which any claim is brought – including but not limited to negligence, tort, contract, or strict liability – and even if the Company has been advised of the possibility of such damages.

You acknowledge and agree that your sole and exclusive remedy in the event of dissatisfaction with the website, its content, or any related services is to discontinue use of the site.

Nothing in this clause shall exclude or limit liability to the extent that such exclusion or limitation is prohibited by applicable law.

6. External Links

This website may contain hyperlinks to third-party websites, platforms, or services provided for informational or convenience purposes.

Such external websites are not owned, operated, or controlled by PU Prime Financial Services L.L.C. and are governed by their own terms of use, privacy policies, and regulatory frameworks. The Company does not endorse, approve, or assume responsibility for the content, policies, security practices, or accuracy of any third-party website.

Access to and use of any linked third-party website is undertaken entirely at your own risk. The Company makes no representations or warranties, express or implied, regarding the reliability, suitability, completeness, or safety of any content, products, or services available through such external sites.

To the fullest extent permitted by applicable law, the Company disclaims all liability for any direct, indirect, incidental, consequential, or special damages arising out of or in connection with your access to or interaction with third-party websites or services.

Users are strongly advised to review the applicable terms and privacy policies of any third-party website prior to providing personal information or engaging with their services.

7. Cookies and Tracking Technologies

The Company uses cookies and similar tracking technologies on this website to support its lawful business operations and enhance user functionality.

These technologies are used to:

- Facilitate website functionality and navigation;
- Monitor and improve website performance and system integrity;
- Personalize user experience and store preferences;
- Support security controls and fraud prevention mechanisms;

- Generate aggregated analytical insights to improve website usability.

By continuing to access or use this website, you acknowledge and agree to the use of cookies in accordance with this Cookies Policy and applicable data protection laws. Where required by law, non-essential cookies will be deployed only upon obtaining your prior consent.

What Are Cookies?

Cookies are small text files placed on a user's device (such as a computer, tablet, or mobile phone) when visiting a website. They enable websites to function efficiently and provide information to website operators.

Cookies may be:

- **Session cookies**, which are automatically deleted when the browser is closed; or
- **Persistent cookies**, which remain stored on the device until expiration or manual deletion.

Cookies may also be categorized as:

- **First-party cookies**, set directly by the website you are visiting; or
- **Third-party cookies**, set by external service providers integrated into the website.

Purposes for Using Cookies

The Company uses cookies and related technologies for legitimate operational and business purposes, including:

- Enhancing and personalizing user experience;
- Enabling core website functionality (e.g., secure login, navigation, and form submissions);
- Collecting statistical and analytical data regarding user interaction;
- Identifying and resolving technical or performance-related issues;
- Supporting cybersecurity and risk mitigation measures.

Categories of Cookies Used

The Company categorizes cookies as follows:

Essential Cookies

These cookies are strictly necessary for the proper operation and security of the website. They enable fundamental features such as page navigation, secure areas, and session management. The website cannot function properly without these cookies.

Analytics Cookies

These cookies collect aggregated information regarding website usage, such as page views, traffic sources, and navigation behavior. The Company may use analytics tools (e.g., Google Analytics or similar technologies) for performance monitoring and improvement purposes. Where possible, data collected is anonymized or pseudonymized.

Preference Cookies

These cookies store user preferences, including language settings, display configurations, or saved login credentials, to provide a more consistent and personalized experience.

Third-Party Cookies

Certain cookies may be set by trusted third-party service providers integrated into the website, including analytics providers, embedded content services, or advertising partners. Such third parties process data in accordance with their own privacy and cookie policies. The Company does not control third-party cookies and does not have direct access to the data collected by such providers.

Managing Cookies

Users may control or manage cookie settings through their browser preferences. Most browsers allow users to:

- View and delete stored cookies;
- Block all cookies or specific categories (including third-party cookies);
- Configure cookie handling preferences for individual websites.

Please note that restricting or disabling certain cookies—particularly essential cookies—may adversely affect the functionality, usability, or performance of the website, and certain features may become unavailable.

For further information regarding cookie management, users should consult their browser's help documentation or refer to reputable public guidance resources.

8. Governing Law

These Terms of Use, and any dispute, claim, or controversy arising out of or in connection with your access to or use of this website (including any non-contractual obligations arising therefrom), shall be governed by and construed in accordance with the laws of the United Arab Emirates.

You irrevocably agree that the competent courts of the United Arab Emirates shall have exclusive jurisdiction to hear and determine any dispute arising out of or in connection with these Terms of Use or your use of the website.

Nothing in this clause shall limit the Company's right to seek injunctive or protective relief before any court of competent jurisdiction where such relief is necessary to protect its intellectual property rights, confidential information, or other legitimate interests.

9. Amendments

The Company reserves the right, at its sole discretion, to amend, modify, update, or replace these Terms of Use and the Cookies Policy at any time.

Any revisions shall become effective immediately upon publication on this website, unless otherwise stated. Your continued access to or use of the website following the posting of any amendments constitutes your acknowledgment of, and agreement to be bound by, the revised terms.

It is your responsibility to review these Terms of Use and the Cookies Policy periodically to remain informed of any updates, as they govern your rights and obligations in connection with your use of this website.