

PRIVACY POLICY

Last updated: April 2026

1. WHO WE ARE

Tarafi Capital Advisory is a boutique M&A and capital advisory firm with offices in London and Miami. References to “Tarafi”, “we”, “us”, or “our” in this policy refer to Tarafi Capital Advisory.

For privacy enquiries, contact us at: enquiries@taraficapitaladvisory.com

2. WHAT DATA WE COLLECT

We may collect the following personal data when you interact with our website or contact us:

- Name and contact details (email address, phone number)
- Company name and role
- Information you provide during introductory calls or email correspondence
- Calendly booking data (name, email, any notes submitted at booking)
- Basic website usage data via analytics (page visits, browser type, referral source)

3. HOW WE USE YOUR DATA

We use your personal data for the following purposes:

- To respond to your enquiry or schedule an introductory call
- To assess whether there is a basis for an advisory engagement
- To fulfil our obligations under any mandate or engagement letter
- To comply with applicable legal and regulatory obligations
- To improve the performance and content of our website

We do not use your data for marketing without your explicit consent.

4. LEGAL BASIS FOR PROCESSING (UK/EU)

Where the UK GDPR applies, we process your personal data on the following bases:

- Legitimate interests: responding to business enquiries and assessing potential mandates
- Contractual necessity: fulfilling obligations under signed engagement letters
- Legal obligation: where required by applicable law or regulation

5. DATA SHARING

We do not sell your personal data. We may share your data with:

- Partner advisory firms involved in the execution of a shared mandate, strictly on a need-to-know basis and subject to confidentiality obligations

- Third-party service providers (e.g. Calendly, email hosting) who process data on our behalf under appropriate data processing agreements
- Legal or regulatory authorities where required by law

6. DATA RETENTION

We retain personal data only for as long as necessary for the purposes set out in this policy, or as required by applicable law. Enquiry data from contacts who do not proceed to an engagement is typically deleted within 12 months.

7. YOUR RIGHTS

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data (subject to legal retention obligations)
- Object to or restrict processing
- Lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk

To exercise any of these rights, contact us at: enquiries@taraficapitaladvisory.com

8. COOKIES

Our website may use cookies to monitor performance and usage. You may disable cookies through your browser settings. We do not use cookies for targeted advertising.

9. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. The current version will always be available on our website with the date of last update.