

Privacy Policy



PREPARED FOR
[Subscriber Name]

PREPARED BY
BlueAmmonia Holdings LLC

Privacy Policy

This Privacy Policy (herein referred to as “Policy”) explains how BlueAmmonia Holdings LLC (herein referred to as the “**Company**,” “**we**,” “**us**,” or “**our**”) processes Personal Data that we collect from you (herein referred to as the “**Subscriber**”) as a Controller.

1. DEFINITIONS.

(a) “**Controller**” means the natural or legal person, public authority, agency, or other body, which alone or jointly with others, determines the purposes and means of processing Personal Data.

(b) “**Personal Data**” means any information relating to an identified or identifiable natural person (“**data subject**”). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

(c) “**Service(s)**” means subscription-based services that may include: Featured Listings Premium Intelligence Blind RFP Access Industry Dashboards Publications Alerts Reports Analytics Future subscription offerings.

(i) “**Subscriber**” means the natural or legal person who has subscribed to the Service(s) by agreeing to the Terms.

(ii) “**Terms**” means the binding contract between the Company and Subscriber that governs the Subscriber's access and use of the Service(s).

2. DATA COLLECTION.

The Subscriber directly provides the Company with most of the data we collect. The Company collects Personal Data from the Subscriber from the following sources:

Directly from subscribers and website visitors through:

- Website registrations and account creation;
- Subscription purchases and payment processing;
- Newsletter and mailing list sign-ups;
- Contact forms and customer inquiries;
- RFQ and supplier introduction requests;
- Premium Intelligence and report requests;
- Founding Sponsor and Featured Listing applications;
- User communications and support requests;
- Cookies and similar website technologies;
- Analytics and website usage information;
- Voluntarily submitted business and company profile information;
-

Future platform services and BAIOS-enabled subscriber features.

3. PROCESSING OF PERSONAL DATA.

(a) The Company processes the Subscriber's Personal Data to • provide and maintain platform services; • process subscriptions and payments; • deliver Premium Intelligence products; • manage Featured Listings and sponsorship programs; • facilitate supplier, buyer, and industry networking; • respond to inquiries and customer support requests; • distribute newsletters and intelligence updates; • improve website functionality and user experience; • analyze platform performance and usage trends; • maintain platform security and prevent fraud; • develop new Blue Ammonia and BAIOS services; • comply with legal and regulatory obligations..

(b) The Company will generally collect Personal Data from Subscribers only where it needs to create a contract with the Subscriber, where the processing is in the Company's legitimate interests and not overridden by the Subscriber's data protection interests or fundamental rights and freedoms, or where the Company has the Subscriber's consent. In some cases, the Company may also have a legal obligation to collect Personal Data from the Subscriber.

(c) If the Company processes Personal Data with the Subscriber's consent, the Subscriber may withdraw their consent at any time.

4. SHARING OF PERSONAL DATA.

(a) The Subscriber acknowledges that the Company may share the Subscriber's Personal Data with its group companies and third-party service providers to offer the Subscriber the Company's Service(s) and/or send information or updates about the Service(s).

(b) When the Company processes the Subscriber's order, it may send the Subscriber's Personal Data and use the resulting information from credit reference agencies to prevent fraudulent purchases.

(c) The Company shares Personal Data in the following instances only as reasonably necessary to: • process payments through trusted payment providers; • deliver platform functionality and subscription services; • provide website hosting, analytics, and technical support; • distribute newsletters and subscriber communications; • facilitate user-requested introductions and networking opportunities; • comply with legal obligations or governmental requests; • protect the rights, property, and security of Blue Ammonia Holdings LLC and its users; • support future platform operations and BAIOS-enabled services through trusted service providers acting on behalf of Blue Ammonia Holdings LLC. Blue Ammonia Holdings LLC does not sell Personal Data to third parties..

5. RETENTION OF PERSONAL DATA.

(a) Company retains the Personal Data when an ongoing legitimate business requires retention of such Personal Data.

(b) In the absence of a need to retain Personal Data, the Company will either delete or aggregate it. If this is not possible, the Company will securely store your Personal Data and isolate it from any further processing until it is deleted.

6. SECURITY OF PERSONAL DATA.

The Company uses appropriate technical and organizational measures to protect the Personal Data it collects and processes. These measures are designed to provide a high level of security appropriate to the risk of processing the Subscriber's Personal Data. If you are a Subscriber and have any concerns about the security of your Personal Data, please contact us immediately.

7. MODIFICATION.

The Company keeps this Policy under regular review and may update this webpage at any time. This Policy may be amended at any time, and the Subscriber shall be notified only if there are material changes to this Policy.

8. CONTACT DETAILS.

If you have any concerns about this Policy, please get in touch with us at info@blueammonia.com.

ACCEPTANCE AND SIGNATURE.

[Subscriber Name]

BlueAmmonia Holdings LLC

Name:

Name:

Signature:

Signature:

Date:

Date: