

Privacy Policy

Effective Date: 03rd May 2024

This Privacy Policy explains how Bid Bot Ltd collects, uses, and discloses personal information when you use our services, including the website and any associated features. By accessing or using the Service, you agree to the terms of this Privacy Policy.

1. Information We Collect

1.1 User-provided Information: When you use the Service, you may provide us with personal information, such as your name, email address, phone number and any other information you choose to provide (“Personal Information”).

1.2 Usage Information: We may automatically collect certain information about your use of the Service, including your IP address, browser type, device identifiers, and other usage data.

1.3 Cookies and Similar Technologies: We may use cookies, web beacons, and other similar technologies to collect information about your interactions with the Service and to improve our services.

1.4 Collection of Personal Data: Personal data may be collected through various channels, including but not limited to:

- **Direct Interactions:** Personal data may be collected when individuals interact directly with us, such as through our website, in-person meetings, or telephone conversations.
- **Contact Forms or Email:** Personal data may be collected when individuals apply for services or communicate with us via contact forms on our website or through email correspondence.
- **Subscription to Marketing or Sales Publications:** Personal data may be collected when individuals subscribe to any of our marketing or sales publications, newsletters, or promotional materials.
- **Information Requests:** Personal data may be collected when individuals request information from us, whether through our website, email, or other communication channels.
- **Third-Party Services or Publicly Available Sources:** Personal data may also be obtained from third-party services or publicly available sources. This includes, but is not limited to, identity and contract data obtained from

sources such as Tussell within the UK, as well as identity and contract data from publicly available sources like Companies House.

- We are committed to ensuring that all personal data collected is handled in accordance with applicable data protection laws and regulations.

2. How We Use Your Information

2.1 Provide and Improve the Service: We use the information we collect to provide, maintain, and improve the Service, including analysing usage patterns and optimising the user experience. Your Personal Information will not be sold by Bid Bot Ltd with any third-parties for any purpose, other than what you have consented to either under these terms or from time to time. However, Your Personal Information may be shared with third-parties under an order of a competent legal authority like a court of law. Further, Bid Bot may disclose Personal Information in circumstances where Bid Bot believes in good faith, that it is appropriate or necessary to do so in order to protect Bid Bot from - abusive, fraudulent or unlawful uses; from third-party allegations and claims; to assist government agencies; to protect the security and integrity of the Site; or to protect the rights, property or personal safety of Bid Bot, its users or its employees. Your Personal Information may also be transferred or assigned by Bid Bot in the event of a merger, acquisition, sale or change of control of Bid Bot or the Site. Further, such information may also have to be stored on servers which belong to third-parties, including but not limited to our payment processing partners, and as described here and that you provide your consent to storage of Personal Information on third party servers and equipment.

2.2 Communicate with You: We may use your contact information to communicate with you about the Service, respond to your inquiries, and send you administrative messages.

2.3 Legal Compliance: We may use your information to comply with applicable laws, regulations, and legal processes, or to protect our rights, property, or safety, or the rights, property, or safety of others.

3. Information Sharing and Disclosure

3.1 Service Providers: We may share your information with third-party service providers who assist us in providing, maintaining, and improving the Service. These service providers are contractually obligated to use your information only for the purposes of providing services to us and are prohibited from using or disclosing your information for any other purpose.

3.2 Legal Requirements: We may disclose your information if required to do so by law or in response to a subpoena, court order, or other legal process.

3.3 Business Transfers: In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of the transaction. We will notify you via email or a prominent notice on the Service of any change in ownership or uses of your information.

3.4 If you click on any third party links that appear on our Site, you understand that you will be bound by the privacy terms of such third-party and that your information shall no longer be subject to or protected by our terms.

4. Data Retention

We will retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

5. Your Choices

5.1 Opt-out: You may opt out of receiving promotional communications from us by following the unsubscribe instructions provided in the communication or by contacting us directly.

5.2 Cookies: You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of the Service may become inaccessible or not function properly.

5.3 You may at any time make a request to access a copy of your personal data as stored by us or the way in which use such information. A request may be made in writing in this regard to the following email address.

6. Security

We take reasonable measures to protect the security of your personal information. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee the absolute security of your information. Bid Bot shall continue to **NOT** be responsible for any breach of security in respect of the Personal Information in case of events outside Bid Bot's controls such as, but not limited to, earthquake, cyclone, tsunami and such natural disasters, as well as riots, acts of war, acts of terror, unauthorised computer attacks, system crashes, software or hardware defects etc., these and similar events are collectively classified as *force*

majeure events. Bid Bot shall not be responsible for any breach of security or any other consequence owing to your having clicked on any third-party advertiser or such other links that appear on the Site. The privacy policy and terms of use of the relevant advertising partner shall apply to all such transactions. **For our detailed security policy, please refer click on this link [Link].**

7. Children's Privacy

The Service is not intended for children under the age of 18, and we do not knowingly collect personal information from children under the age of 18. If we become aware that we have collected personal information from a child under the age of 18, we will take steps to delete such information from our records.

8. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes to this Privacy Policy, we will notify you by email or by posting a prominent notice on the Service prior to the change becoming effective. Your continued use of the Service after the effective date of the revised Privacy Policy constitutes your acceptance of the changes.

9. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at support@bid-bot.co.uk.