

## **PRIVACY POLICY**

This Privacy Policy (“Policy”) explains how BELIQUID (“BELIQUID”, “we”, “us”, “our”) collects, uses, discloses, stores, and protects Personal Data when you visit our website or interact with us in connection with our business activities, communications, and services.

BELIQUID operates primarily on a business-to-business (B2B) basis. This Policy is intended mainly for business clients and their representatives (employees, contractors, agents, or other authorized persons). If you interact with BELIQUID on behalf of a legal entity, you confirm that you are authorized to provide information to BELIQUID and to receive communications.

BELIQUID does not offer services to residents or citizens of the United States of America, or to users accessing our services from the United States.

### **1. DEFINITIONS**

For the purposes of this Policy:

“Personal Data” means information that identifies or can reasonably be linked to an individual (e.g., name, business email, phone number, IP address).

“Processing” means any operation performed on Personal Data (e.g., collection, storage, use, disclosure, deletion).

“Business Contact Data” means professional contact information used in a commercial context (e.g., name, role, company, business email).

“Website” means the BELIQUID website and related pages and subdomains.

### **2. SCOPE OF THIS POLICY**

This Policy applies to Personal Data we process in connection with:

Website visits and online interactions;

Business communications (email, forms, messengers, calls, meetings);

Relationship management with prospective and existing business clients;

Contracting, invoicing, and record-keeping;

Website administration, security, and abuse prevention.

This Policy does not apply to third-party websites, platforms, or services that may be linked from our Website or used by you. Third parties have their own privacy practices.

### **3. PERSONAL DATA WE COLLECT**

We collect Personal Data in three main ways: (i) information you provide, (ii) information collected automatically, and (iii) information received from third parties.

### 3.1 INFORMATION YOU PROVIDE

Depending on how you interact with BELIQUID, you may provide:

Business Contact Data (name, company, role/title, business email, business phone number);

Communication content (messages, requests, and information included in your correspondence);

Commercial and administrative details used for business operations (for example, invoicing details, billing references, payment confirmations, or similar information);

Any other information you choose to share with us.

Please avoid providing sensitive personal data unless it is strictly necessary and you have a lawful basis to share it.

### 3.2 INFORMATION COLLECTED AUTOMATICALLY

When you visit our Website, we may collect:

IP address and approximate location (e.g., country/city-level);

Device and browser information (browser type, operating system, language settings);

Website usage data (pages visited, time spent, referring pages, interaction events);

Security and diagnostic information (including logs used to maintain Website stability and detect misuse).

### 3.3 INFORMATION FROM THIRD PARTIES

We may receive business-related information from:

Public sources (e.g., company websites, public professional profiles);

Referrals or introductions from partners or mutual contacts;

Service providers supporting our communications, security, or analytics (where used).

## 4. HOW WE USE PERSONAL DATA

We use Personal Data for purposes such as:

responding to inquiries and maintaining business communications;

evaluating, establishing, and managing business relationships;

administering engagements, documentation, invoicing, and internal records;

operating, maintaining, troubleshooting, and improving the Website; protecting the Website and preventing fraud, abuse, or unauthorized access; producing aggregated analytics to improve performance and user experience (where implemented); sharing business-related updates or materials in a B2B context where permitted, with opt-out options where applicable.

## **5. COOKIES AND SIMILAR TECHNOLOGIES**

We use cookies and similar technologies (e.g., pixels or local storage) to support Website functionality, enhance user experience, and understand Website usage.

Cookies may be used for:

essential Website operation and security; remembering preferences (where implemented); analytics and performance measurement (where implemented); measuring effectiveness of business communications and content (where implemented and permitted).

You can usually manage cookies through your browser settings. Disabling cookies may affect Website functionality. Where a cookie preference mechanism is implemented, you can manage preferences using that tool.

## **6. SHARING AND DISCLOSURE**

We do not sell Personal Data.

We may share Personal Data in limited circumstances, including:

### **6.1 SERVICE PROVIDERS**

We may share Personal Data with vendors that support our business operations and Website (such as hosting, communications tools, analytics tools where used, security tools, and administrative/professional support). Such providers are authorized to process Personal Data only to perform services on our behalf and are expected to apply appropriate confidentiality and security measures.

### **6.2 LEGAL REQUIREMENTS AND PROTECTION**

We may disclose Personal Data if required by law, court order, or lawful request by authorities, or where disclosure is reasonably necessary to protect rights, safety, security, or to prevent fraud or misuse.

### **6.3 BUSINESS TRANSFERS**

If BELIQUID is involved in a merger, acquisition, restructuring, or sale of assets, Personal Data may be transferred as part of that transaction, subject to reasonable safeguards.

## **7. INTERNATIONAL TRANSFERS**

Because BELIQUID operates internationally and may use service providers in different countries, Personal Data may be transferred to, stored in, or processed in jurisdictions outside your country of residence. Where appropriate, we use reasonable measures designed to protect Personal Data in connection with such transfers.

## **8. DATA RETENTION**

We retain Personal Data for as long as reasonably necessary for business purposes, including:

- maintaining business communications and records;
- administering engagements and related documentation;
- meeting legal, accounting, or record-keeping requirements where applicable;
- establishing, exercising, or defending legal claims;
- security and fraud prevention needs.

Retention periods may vary depending on the nature of the data and the context in which it was collected. When Personal Data is no longer needed, we delete, anonymize, or restrict access to it consistent with reasonable practices.

## **9. SECURITY**

We implement reasonable technical and organizational measures designed to protect Personal Data against unauthorized access, loss, misuse, alteration, or disclosure. However, no transmission or storage method is completely secure, and we cannot guarantee absolute security.

You are responsible for maintaining the security of your own systems and communications used to contact BELIQUID.

## **10. YOUR CHOICES AND RIGHTS**

Depending on your jurisdiction and applicable requirements, you may have rights such as:

- requesting access to Personal Data we hold about you;
- requesting correction of inaccurate or incomplete data;
- requesting deletion of certain data (subject to retention needs and legal obligations);
- objecting to certain processing or requesting restriction;
- opting out of certain communications where applicable.

Where you act as a representative of a business client, we may require verification of identity and authority and may coordinate requests through the relevant organization where appropriate.

## **11. THIRD-PARTY LINKS**

Our Website may contain links to third-party websites or services. We are not responsible for the privacy practices of third parties. Please review their policies before providing information.

## **12. CHANGES TO THIS POLICY**

We may update this Policy from time to time by publishing a revised version on the Website. By continuing to use the Website after changes are posted, you acknowledge the updated Policy.