

Privacy Policy

How personal data is collected, used, shared, protected, and controlled.



WEBSITE	EFFECTIVE DATE	CONTACT
ImportExportConnect.com	6 September 2026	info@importexportconnect.com

Purpose	This document explains the rules and commitments that apply when people visit, contribute to, or purchase services through ImportExportConnect.com.
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Document status

Publication-ready working policy. It should be reviewed whenever the website’s functions, suppliers, payment methods, or legal operating details change. Independent legal review is recommended before publication.

1. Who we are

This Privacy Policy applies to **ImportExportConnect.com**, a Netherlands–East Africa trade information and connection platform. For the purposes of applicable data-protection law, the website operator trading as ImportExportConnect.com is responsible for deciding why and how personal data is processed. Questions or requests may be sent to info@importexportconnect.com.

2. Scope

This policy covers personal data processed through the website, newsletter, contact and contribution forms, member features, business-profile submissions, bookings, downloadable resources, comments, and communications connected with our services. A third-party website linked from our pages applies its own privacy policy.

3. Information we may collect

- **Information you provide:** name, email address, organisation, country, role, message content, profile information, booking details, submissions, comments, and preferences.
- **Transaction information:** service selected, payment status, invoice details, and limited payment references. Payment-card details are normally handled by the payment provider rather than stored by us.
- **Technical and usage information:** IP address, device and browser information, pages viewed, timestamps, referring pages, approximate location, and cookie or analytics identifiers.
- **Publication material:** company profiles, articles, PDFs, images, biographies, and other content submitted for review or publication.

4. How we use personal data

- Operate, secure, troubleshoot, and improve the website and its features.
- Answer enquiries, assess partnership proposals, administer bookings, and provide requested services or resources.
- Send the newsletter and related updates when a person has subscribed; every marketing email should provide an unsubscribe route.
- Review, edit, and—only where agreed—publish submitted articles, profiles, documents, comments, or other contributions.
- Meet accounting, tax, fraud-prevention, record-keeping, and other legal obligations.
- Measure audience engagement and improve content, subject to cookie-consent requirements.

5. Legal bases

Depending on the activity, processing is based on consent (for example newsletter registration and non-essential cookies), performance of a contract or steps requested before a contract, compliance with a legal obligation, or legitimate interests such as responding to business enquiries, securing the platform, and improving relevant content. Where legitimate interests are used, they are balanced against the person's rights and expectations.

6. Cookies and similar technologies

Essential cookies may be used to operate security, forms, login, booking, and preference features. Analytics, advertising, or other non-essential cookies should be activated only where legally permitted and, when required, after consent through the cookie banner. Visitors can change or withdraw cookie choices through the site's cookie settings. Browser controls may also block or delete cookies, although some functions may then be limited.

7. Sharing and service providers

Personal data may be processed by suppliers that support hosting and website functions (including Wix), communications and newsletters, analytics, payments, bookings, file storage, security, and professional advice. Data may also be disclosed when required by law, to protect legal rights, or as part of a genuine business reorganisation. We do not sell personal data. A submitted business profile or contribution becomes public only when publication has been agreed or the user posts it in a public area.

8. International transfers

Some suppliers may process data outside the European Economic Area. Where required, appropriate safeguards should be used, such as an adequacy decision, approved standard contractual clauses, and supplementary protection measures.

9. Retention and security

Personal data is kept only as long as reasonably necessary for the stated purpose, legal obligations, disputes, and security. Newsletter data is generally kept until unsubscribe or a valid objection. Enquiry and booking records are reviewed periodically; financial records may be retained for the legally required period. Reasonable technical and organisational measures are used, but no online service can guarantee absolute security.

10. Your rights

Subject to applicable law, a person may request access, correction, deletion, restriction, portability, or objection; withdraw consent at any time; and object to direct marketing. A request can be sent to the contact email. Identity may need to be verified. A complaint may also be made to the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) or another competent supervisory authority.

11. Children

The website and its business services are not directed to children. We do not knowingly seek personal data from children. If such information is identified, it will be reviewed and deleted where appropriate.

12. Changes

This policy may be updated to reflect changes to the website, suppliers, or law. The effective date will be revised and material changes will be highlighted where appropriate.

Contact

Privacy questions and rights requests: info@importexportconnect.com

Reference framework

Prepared with reference to the EU General Data Protection Regulation, Dutch Data Protection Authority guidance, and current cookie-consent principles. This policy does not replace a record of processing activities, processor agreements, or a compliant cookie banner.