

# Privacy Policy

V3 - Effective Date: 03rd April 2025

This Privacy Policy explains how Bid Bot Ltd collects, uses, and discloses personal information and user-submitted data 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, including but 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.

**1.5 User-Submitted Data:** To provide the Service, we also collect and process the data you input into the platform. This includes, but is not limited to, bid-related documents, business data, and any other materials submitted as part of using our services.

We are committed to ensuring that all personal data and user-submitted 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 analyzing usage patterns and optimizing the user experience. Your Personal Information and user-submitted data will not be sold to third parties for any purpose other than what you have consented to under these terms or from time to time. However, your data may be shared with third parties under an order of a competent legal authority like a court of law. Further, Bid Bot Ltd may disclose information in circumstances where it believes in good faith that it is necessary to protect against abusive, fraudulent, or unlawful uses; to assist government agencies; to protect the security and integrity of the Service; or to protect the rights, property, or personal safety of Bid Bot Ltd, its users, or its employees. Additionally, your data may be stored on third-party servers, including cloud storage providers, to facilitate the service's operation.

**2.2 Third-Party Service Providers:** To perform and enhance the Service, we may share your data with third-party service providers, including cloud storage, analytics, and infrastructure providers. Some of these providers may be based outside the UK, including in the USA. We ensure that these providers adhere to appropriate data protection standards.

**2.3 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.

**2.4 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 Third-Party Links:** 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 parties and that your information shall no longer be subject to or protected by our terms.

4. **Data Retention** We will retain your personal information and user-submitted data for as long as necessary to fulfill 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 Access to Your Data:** You may at any time make a request to access a copy of your personal data as stored by us or request how we use such information. A request may be made in writing to the following email address: [support@bid-bot.co.uk](mailto:support@bid-bot.co.uk).

6. **Security** We take reasonable measures to protect the security of your personal information and user-submitted data. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

Bid Bot Ltd is not responsible for any breach of security in respect of the data due to force majeure events such as natural disasters, riots, acts of war, unauthorized computer attacks, system crashes, or software/hardware defects. Additionally, we are not responsible for breaches resulting from interactions with third-party links or advertisers appearing on our Site.

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, 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](mailto:support@bid-bot.co.uk).