

Novara International, 30 N Gould St Ste N, Sheridan, WY 82801 USA

Novara International – Privacy Policy

Last updated: December 4, 2025

This Privacy Policy explains how Novara International (“Novara”, “we”, “us”, “our”) collects, uses, shares, and protects personal data when you use our business-to-business sourcing and collaboration platform, websites, and related services (collectively, the “Services”).

By accessing or using the Services, you acknowledge that you have read and understood this Privacy Policy. If you do not agree, please do not use the Services.

1. Data Controller

Novara operates as the controller of personal data processed in connection with the Services. Details of the legal entity and contact information will be provided in your account documentation and on our website.

If you have questions about this Privacy Policy or our data practices, you can contact us at:

Email: privacy@novaraint.com

2. Scope

This Privacy Policy applies to:

- (a) Users who register for or access the Platform as Buyers, Manufacturers, Logistics Providers, or their representatives;
- (b) visitors to our websites under the novaraint.com domain and related subdomains;
- (c) recipients of our emails or other communications related to the Services.

This Privacy Policy does not apply to the processing of personal data by third parties, such as Escrow Services, payment providers, or logistics companies, which are subject to their own privacy policies.

3. Personal Data We Collect

We may collect the following categories of personal data:

3.1 Account and Profile Data

- Name and contact details (e.g., email address, phone number)
- Job title and role
- Company name, address, and tax or registration information
- Login credentials and authentication data

3.2 Transaction and Business Data

- Information about Requests for Quote (RFQs), orders, and shipments
- Business preferences, product specifications, and requirements
- Communications and attachments exchanged through the Platform

3.3 Technical and Usage Data

- IP address and approximate location
- Browser type and settings, device identifiers
- Dates, times, and duration of access
- Pages and features accessed, clickstream data, and usage patterns

3.4 Communication Data

- Messages and inquiries sent to us
- Support tickets and notes from our interactions
- Marketing preferences and opt-in or opt-out records

3.5 Data from Third Parties

- Information from business directories, trade shows, or referrals

- Data from payment processors or Escrow Services relating to completed or attempted Transactions
- Data from analytics providers or advertising partners

4. Legal Bases for Processing (GDPR)

Where the EU or UK General Data Protection Regulation (“GDPR”) applies, we process personal data on the following legal bases:

- (a) Performance of a contract: to provide and manage the Services, including enabling RFQs, messaging, and Transactions.
- (b) Legitimate interests: to secure and improve the Platform, prevent fraud, analyze usage, and grow our business in a way that does not override your fundamental rights and freedoms.
- (c) Consent: for certain marketing communications, cookies, and similar technologies, where required by law.
- (d) Legal obligations: to comply with applicable laws, regulations, and requests from competent authorities.

5. How We Use Personal Data

We use personal data for the following purposes:

5.1 Providing and Operating the Services

- Creating and managing User accounts and profiles
- Enabling catalog browsing, RFQs, and communication between Buyers and Manufacturers
- Managing onboarding, settings, and preferences

5.2 Facilitating Transactions

- Matching Buyers with suitable Manufacturers and Logistics Providers
- Providing information to Escrow Services and payment processors as necessary to initiate or complete payments
- Coordinating shipment and logistics data for status updates and analytics

5.3 Communication

- Responding to inquiries and support requests
- Sending transactional emails (e.g., account confirmations, password resets, RFQ updates)
- Sending service-related announcements, such as changes to terms or policies

5.4 Improving and Securing the Platform

- Monitoring usage and performance
- Detecting and preventing fraud, abuse, and security incidents
- Developing new features and improving user experience

5.5 Marketing (where permitted)

- Sending newsletters, product updates, and promotional messages
- Customizing marketing content based on interests or activity

You can opt out of marketing communications at any time by using the unsubscribe link in our emails or by contacting us.

6. Sharing of Personal Data

We may share personal data with:

6.1 Other Users

- When a Buyer engages in an RFQ or Transaction, relevant information (such as company name, contact details, and order requirements) may be shared with Manufacturers or Logistics Providers as necessary for the Transaction.
- During the use of Escrow Services, Buyers, Manufacturers, and the Escrow provider may receive necessary personal and business details for the escrow agreement and payment processing.

6.2 Service Providers

We engage trusted third-party service providers to help us operate and improve the Services, such as:

- Hosting and infrastructure providers
- Payment processors and Escrow Services
- Email delivery and communication tools
- Analytics and security providers

These providers are authorized to process personal data only as necessary to perform services for us and are subject to appropriate contractual safeguards.

6.3 Legal and Compliance

We may disclose personal data where required by law or if we believe in good faith that such disclosure is reasonably necessary to:

- comply with legal obligations, regulatory requests, or court orders;
- protect the rights, property, or safety of Novara, our Users, or the public;
- detect, prevent, or address fraud, security, or technical issues.

6.4 Business Transfers

In connection with a merger, acquisition, restructuring, or sale of assets, personal data may be transferred to the acquiring or successor entity, subject to appropriate protections and continued use in accordance with this Privacy Policy.

7. International Transfers

Novara operates internationally and may process personal data in countries outside your own, including the United States, Singapore, and other jurisdictions.

Where GDPR or similar laws apply, and personal data is transferred from the European Economic Area (EEA), the United Kingdom, or Switzerland to a country that does not provide an adequate level of protection, we implement appropriate safeguards, such as standard contractual clauses or equivalent mechanisms, to protect the data.

8. Data Retention

We retain personal data for as long as necessary to fulfill the purposes described in this Privacy Policy, including:

- Providing the Services and maintaining your account
- Complying with legal, regulatory, or accounting obligations
- Resolving disputes and enforcing our agreements

When personal data is no longer needed, we will delete or anonymize it, or, if this is not possible immediately (for example, due to backup storage), we will securely store it and isolate it from further use until deletion is possible.

9. Security

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

You are responsible for maintaining the confidentiality of your login credentials and for promptly notifying us of any suspected unauthorized access to your account.

10. Your Rights

Depending on your location and applicable law, you may have some or all of the following rights regarding your personal data:

- Access: to obtain confirmation as to whether we process your personal data and to receive a copy.
- Rectification: to correct inaccurate or incomplete personal data.

- Erasure: to request deletion of personal data in certain circumstances.
- Restriction: to request that we restrict processing in certain circumstances.
- Portability: to receive personal data in a structured, commonly used, machine-readable format and to transmit it to another controller where technically feasible.
- Objection: to object to processing based on legitimate interests or to direct marketing.
- Withdrawal of consent: where processing is based on consent, you may withdraw your consent at any time.

To exercise these rights, please contact us at privacy@novaraint.com. We may need to verify your identity before responding to your request. Where permitted by law, we may charge a reasonable fee for manifestly unfounded or excessive requests.

You also have the right to lodge a complaint with your local data protection authority if you believe our processing is unlawful or does not comply with applicable law.

11. Cookies and Similar Technologies

We use cookies and similar technologies to operate and improve the Services, analyze usage, and support marketing efforts. For more information, please see our Cookie Policy.

You can manage your cookie preferences through your browser settings and via any cookie consent tools provided on our websites. Some cookies are essential for the operation of the Platform and cannot be disabled.

12. Children's Privacy

The Services are not directed to individuals under 18 years of age, and we do not knowingly collect personal data from children. If we become aware that we have collected personal data from a child, we will take steps to delete it as soon as reasonably practicable.

13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last updated" date and, where appropriate, provide additional notice, such as via the Platform or email.

Your continued use of the Services after the effective date of a revised Privacy Policy constitutes your acceptance of the changes.

14. Contact

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:
privacy@novaraint.com.