

**ZED TRADE HUB
PRIVACY POLICY**

Last Updated: 8 June 2026

1. INTRODUCTION

Welcome to Zed Trade Hub ("Zed Trade Hub", "we", "our", or "us").

ZED TRADE HUB is a digital marketplace, business directory, professional networking, advertising, and business connection platform that enables users to discover businesses, products, services, professionals, opportunities, and customer requests. The Platform facilitates communication and connections between users, businesses, professionals, service providers, and other participants.

This Privacy Policy explains how we collect, use, store, process, and share personal information when you access or use our website, mobile applications, and related services (collectively, the "Platform").

By accessing or using the Platform, you agree to the collection, use, and disclosure of information as described in this Privacy Policy.

2. INFORMATION WE COLLECT

2.1. Information You Provide- We may collect information that you voluntarily provide when creating an account, listing a business, making enquiries, posting requests, subscribing to services, or interacting with other users.

2.2. This information may include:

Personal Information

- Full name
- Email address
- Phone number
- Physical address
- Profile photograph
- Account credentials
- Business Information
- Business name
- Business registration information
- Business description
- Business activities and categories
- Product and service information
- Business location
- Operating hours
- Social media links
- Website information

- Company logo and images
- Professional Information
- Professional qualifications
- Certifications
- Professional experience
- Professional profiles
- Request and Enquiry Information
- Enquiries submitted to businesses
- Requests submitted through the Platform
- Quotation requests
- Messages exchanged through Platform features
- Uploaded documents, photographs, or supporting materials

3. INFORMATION COLLECTED AUTOMATICALLY

3.1. When you use the Platform, we may automatically collect certain information including:

- IP address
- Browser type
- Device information
- Operating system
- Approximate location information
- Date and time of access
- Pages viewed
- Search activity
- Referral sources
- Clickstream data
- Usage analytics

3.2. We may use cookies and similar technologies to improve functionality, security, and user experience.

4. HOW WE USE INFORMATION

We may use information to:

- Create and manage user accounts
- Facilitate connections between users and businesses
- Publish and manage business listings
- Enable marketplace functionality
- Enable Professional Link services
- Process subscriptions and payments
- Facilitate enquiries and communications
- Match customer requests with businesses
- Verify users, businesses, and professionals
- Improve the Platform and user experience
- Provide customer support
- Detect and prevent fraud or misuse
- Monitor compliance with our policies
- Send notifications and service updates
- Comply with legal and regulatory requirements

5. INFORMATION SHARED THROUGH PLATFORM INTERACTIONS

- 5.1. Zed Trade Hub is fundamentally a connection platform. The purpose of many Platform features is to facilitate communication and engagement between users, businesses, professionals, and service providers.
- 5.2. Accordingly, information submitted through the Platform may be shared with relevant parties where necessary to facilitate the requested interaction.
- 5.3. Information may be shared when:
 - A user submits an enquiry to a business.
 - A user contacts a professional.
 - A customer submits a request through the "Request Anything" feature.
 - A business responds to a customer request.
 - A user subscribes to a business profile.
 - A user requests a quotation.
 - A user responds to an opportunity or advertisement.
 - A transaction or service engagement is initiated through the Platform.
- 5.4. Information that may be shared includes:
 - Name
 - Contact details
 - Business details
 - Request descriptions
 - Enquiry information
 - Location information
 - Uploaded files and documents
 - Any information voluntarily submitted by the user
- 5.5. By using these features, users acknowledge and consent to the sharing of relevant information with the intended recipient for the purpose of facilitating communication, service delivery, business engagement, or transactions.

6. PUBLIC INFORMATION

- 6.1. Certain information may be publicly visible on the Platform, including:
 - Business names
 - Professional profiles
 - Business descriptions
 - Product listings
 - Service listings
 - Business categories
 - Reviews and ratings
 - Public profile information
 - Promotional content uploaded by users
- 6.2. Users should exercise caution when publishing information publicly.

7. BUSINESS VERIFICATION

- 7.1. Zed Trade Hub may offer verification services for businesses, professionals, or other users.
- 7.2. Verification may include review of:
 - Identification documents
 - Business registration documents
 - Contact information
 - Supporting documentation
- 7.3. A verified badge or status indicates that certain verification checks have been completed.
- 7.4. Verification is not a guarantee of:
 - Quality of goods or services
 - Business performance
 - Financial standing
 - Professional competence
 - Reliability
 - Future conduct
- 7.5. Users remain responsible for conducting their own due diligence before engaging in transactions.

8. MARKETING AND COMMUNICATIONS

We may use information to send:

- Account notifications
- Subscription notices
- Platform updates
- Business enquiries
- Opportunity alerts
- Promotional communications
- Newsletters
- Service announcements

Users may opt out of promotional communications at any time.

Service-related communications necessary for the operation of the Platform may continue to be sent.

9. PAYMENTS AND SUBSCRIPTION INFORMATION

- 9.1. Where paid services are offered, payment information may be processed through third-party payment providers.
- 9.2. Zed Trade Hub does not generally store complete payment card information.
- 9.3. Payment processors may collect and process information in accordance with their own privacy policies and terms.

10. SHARING INFORMATION WITH THIRD PARTIES

We may share information:

- 10.1. With Businesses and Professionals
- 10.2. To facilitate enquiries, requests, consultations, quotations, subscriptions, and transactions.
- 10.3. With Service Providers
Including:
 - Hosting providers
 - Email providers
 - Payment processors
 - Analytics providers
 - Customer support providers
- 10.4. With Professional Advisors- Including legal, financial, accounting, compliance, and consulting advisors.
- 10.5. For Legal Compliance
Where required by:
 - Applicable law
 - Court order
 - Government authority
 - Regulatory authority
 - Law enforcement agency
- 10.6. During Business Transfers
In connection with:
 - Mergers
 - Acquisitions
 - Restructuring
 - Financing transactions
 - Sale of business assets

11. DATA RETENTION

- 11.1. We retain information for as long as reasonably necessary to:
 - Operate the Platform
 - Provide services
 - Maintain records
 - Resolve disputes
 - Enforce agreements
 - Meet legal obligations

We may retain certain information after account closure where required by law or legitimate business interests.

12. SECURITY

- 12.1. We implement reasonable administrative, technical, and organizational measures designed to
- 12.2. protect information against unauthorized access, disclosure, alteration, or destruction.
- 12.3. However, no internet-based service or electronic storage system can be guaranteed to be completely secure.

- 12.4. Users are responsible for safeguarding their login credentials and account information.

13. USER RIGHTS

- 13.1. Subject to applicable law, users may have the right to:
 - Access personal information
 - Correct inaccurate information
 - Request deletion of information
 - Withdraw consent where applicable by deleting accounts, requests or data
 - Object to certain processing activities
 - Request information regarding how their information is used
- 13.2. Requests may be submitted using the contact details provided below.

14. CHILDREN'S PRIVACY

- 14.1. The Platform is intended for users who are at least eighteen (18) years of age or who are using the Platform under appropriate parental or legal supervision were permitted by law.
- 14.2. We do not knowingly collect personal information from children in violation of applicable laws.

15. THIRD-PARTY WEBSITES AND SERVICES

- 15.1. The Platform may contain links to third-party websites, businesses, products, or services.
- 15.2. ZED TRADE HUB does not control and is not responsible for the privacy practices, content, or activities of third-party websites or services.
- 15.3. Users should review the applicable privacy policies of third parties before providing information.

16. INTERNATIONAL DATA TRANSFERS

- 16.1. Information may be stored, processed, or transferred to servers or service providers located inside or outside Zambia.
- 16.2. By using the Platform, users consent to such transfers where permitted by applicable law.

17. CHANGES TO THIS PRIVACY POLICY

- 17.1. We may update this Privacy Policy from time to time.
- 17.2. Any updates will be published on the Platform together with the revised effective date.
- 17.3. Continued use of the Platform following publication of any changes constitutes acceptance of the updated Privacy Policy.

Important Notice

Zed Trade Hub is a technology platform that facilitates business discovery, advertising, networking, communication, and connections between users, businesses, professionals, service providers, and customers.

Unless expressly stated otherwise, Zed Trade Hub is not a party to agreements, contracts, transactions, negotiations, consultations, or arrangements entered into between users and third parties through the Platform.

Zed Trade Hub does not guarantee the quality, legality, safety, suitability, reliability, availability, delivery, performance, or outcome of any product, service, professional advice, opportunity, listing, request, or transaction facilitated through the Platform.

Users are solely responsible for exercising appropriate judgment, conducting due diligence, and assessing risks before engaging with any business, professional, service provider, or other user of the Platform.

For questions regarding this Privacy Policy, data protection matters, or information handling practices, please contact:
support@zedtradehub.com