

PRIVACY NOTICE

Last updated: 25 September 2026

We respect your privacy and are committed to ensuring that your personal data is protected.

The purpose of this privacy notice (“**Privacy Notice**”) is to inform you as a user (“**User**” or “**you**”) about why and how we process your personal data (any information that identifies you or can be attributed to you) (“**Personal Data**”) through our website at www.tedaconnect.com (“**Website**”) and through our services (collectively the “**Services**”).

This Privacy Notice may also evolve from time to time, especially when we add new products, services or offers. We will post the updated version of the Privacy Notice here. We encourage you to visit this page regularly to stay informed. If we make material changes, we will also inform you in advance by email or through the Services. This Privacy Notice should be read together with our Terms and Conditions.

1. WHO IS RESPONSIBLE FOR PROCESSING YOUR PERSONAL DATA?

TeDa Connect B.V. (“**we**”, “**us**” or “**data controller**”) is responsible for processing your Personal Data collected through our Website and Services.

2. WHO CAN YOU CONTACT ON YOUR ISSUES WITH PROCESSING OF YOUR PERSONAL DATA?

If you have any questions about how we process your Personal Data, you can contact us by email at info@tedaconnect.com or by post at Mr. Treublaan 7, 1097 DP Amsterdam, the Netherlands.

3. HOW DO WE COLLECT AND USE YOUR PERSONAL DATA?

When you visit our Website or use our Services, we collect certain information from you. The table below outlines the categories of Personal Data we process and our purposes for processing that data. Most of this information is provided by you directly; where you choose to sign in with Google, we receive limited information from Google (see Section 8).

Category	Scope	Purposes
Account Information	email address, password, and, where you sign in with Google, your Google account details (verified email address, first name and last name)	We collect this when you sign up or log in to an account on our Website.
Contact Information	name, surname, email address	We use this information to send you our newsletter, to inform you about our Services and to introduce new opportunities regarding our Services.
Business Profile Information	name, surname, email address and job title	We use this to manage your account, provide access to our Services and enable other Users to identify and contact you through the Services (see Section 6).

Business Opportunity Preferences	product categories, brand category, target audience, distribution channels, territories	We use this to suggest relevant matches and opportunities based on your business interests (see Section 5).
User Content and Messages	content you upload or share through the Services (such as logos, images, brand and product information, proposals, deal memos and documents), your messages and other communications with other Users, and any AI-content disclosure you add to your uploads	We use this to operate the marketplace, including publishing your listings, enabling proposals, negotiations and collaboration in the Deal Room, and displaying AI-content labels where applicable.
AI Chat Assistant Information	the questions and other information you enter into our AI-powered chat assistant (“AI Chat Assistant”), the responses generated, and the date and time of your conversation	We use this to answer your questions about TeDa Connect and our Services and to keep the AI Chat Assistant secure and working properly (see Section 5).
Verification Information	information needed to verify your identity and your authority to represent your organisation, such as company registration details and confirmation from your organisation	We use this to verify Users and to protect the Services and other Users against fraud and misuse.
Technical and Usage Information	login activity, IP address, device and browser information, and system logs	We use this to keep the Website and Services secure, prevent fraud and misuse, resolve technical issues and improve the Services.

Providing your data. Providing your Account Information and Business Profile Information is necessary to use the Services. If you do not provide this data, we will not be able to create your account or make the Services available to you.

4. WHAT IS OUR LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA?

We process your Personal Data for the purposes described in this Privacy Notice, based on the following legal grounds:

- **Consent:** We process your Contact Information to send you our newsletter based on your prior consent.

- **Performance of a contract:** We process your Account Information, Business Profile Information, Business Opportunity Preferences and User Content and Messages for the performance of the contract to which you are a party (our Terms and Conditions), including to provide our matchmaking feature (see Section 5).
- **Compliance with legal obligations:** We process your Personal Data to comply with legal obligations, such as tax and accounting obligations and obligations under the Digital Services Act (for example, when handling notices and complaints), or to comply with any court order, law or legal process, including to respond to any government or regulatory request.
- **Legitimate interest:** We also process your Personal Data to the extent that the processing is necessary for our legitimate interests or those of third parties, while applying appropriate safeguards that protect your privacy. For example, we process your Personal Data to improve the Services provided to you and to provide you with a better user experience and to verify Users and protect the Services against fraud and misuse (Verification Information and Technical and Usage Information), and to ensure and verify that users' privacy choices are respected and to demonstrate compliance with our accountability obligations. You have the right to object to this processing (see Section 11).

AI-powered chat assistant (“AI Chat Assistant”)(where available). TeDa may make an AI Chat Assistant available to answer questions about TeDa and the Services. The chatbot will be clearly identified as an AI interaction. It is not designed to use your Account Information, Business Profile Information, private communications or uploaded documents to profile you, make matchmaking decisions, or make decisions that produce legal or similarly significant effects.

You should not include Personal Data or confidential business information in a chatbot question unless it is necessary for your request. If you choose to include Personal Data in a chatbot question, that information may be processed only to generate the requested response and to operate, secure or troubleshoot the chatbot in accordance with this Privacy Notice and our arrangements with the relevant AI service provider.

5. HOW DO WE USE MATCHMAKING AND ARTIFICIAL INTELLIGENCE?

Matchmaking and suggestions. Our platform uses the information in your business profile - such as your stated characteristics, preferences, and goals - to automatically suggest potentially relevant profiles of other Users in the match section. Our matchmaking works on the basis of predefined, rule-based criteria (such as product and brand categories, target audience, distribution channels and territories) and does not use artificial intelligence. These suggestions are recommendations only: they do not produce legal or similarly significant effects, and you always decide whether to view, contact, or collaborate with a suggested profile. We process this data on the basis of the performance of our contract with you, as matchmaking is a core feature of the Services.

AI Chat Assistant. Where available, you can use our AI Chat Assistant to ask questions about TeDa Connect and our Services. The AI Chat Assistant is powered by a large language model provided by a third-party AI provider (currently OpenAI and/or Anthropic), which processes the information you enter on our behalf as our data processor. The chat interface makes clear that you are interacting with an AI system and not with a human. Please do not enter confidential business information, other people's personal data or sensitive personal data (such as health

information) into the AI Chat Assistant. If you would prefer to speak to a person, you can contact us using the details in Section 2.

No automated decision-making. We do not make decisions based solely on automated processing, including profiling, that produce legal effects concerning you or similarly significantly affect you. Neither our matchmaking nor the AI Chat Assistant makes decisions about your account or about your access to opportunities on the platform.

Future AI features. We may introduce further AI-powered features in the future. Before we do so, we will update this Privacy Notice and, where required, inform you in advance.

6. WITH WHOM DO WE SHARE YOUR PERSONAL DATA?

We will not disclose your Personal Data to any party who is not authorised to process it. We only share your Personal Data with the recipients or third parties listed below, and only when necessary to provide our Services and for the purposes described above:

- **Other Users:** The information in your business profile and the content you choose to publish or share through the Services (for example, listings, proposals and documents shared in the Deal Room) are visible to other Users to the extent necessary for the marketplace to function.
- **External providers:** We share your Personal Data with external service providers who perform services on our behalf. These providers may be: (i) providers of technical services (such as website hosting and platform management services); (ii) website designers and developers; (iii) cloud computing service providers; (iv) electronic storage providers; (v) email delivery providers, currently Scaleway SAS (France), which sends service-related emails on our behalf, such as account confirmations, password resets and notifications about your account and deals; (vi) providers of the AI models used for our AI Chat Assistant (currently OpenAI and/or Anthropic); and (vii) providers of identity and company verification services.
- **Law enforcement, government authorities or courts:** We disclose your Personal Data in response to governmental agencies and regulators (e.g., tax/government authorities and law enforcement), courts, and external advisors (e.g., lawyers, accountants, insurers, insurance brokers and auditors etc.)
- **Other third parties:** We also disclose your Personal Data in the event of any contemplated or actual reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business or assets (including in any insolvency or similar proceedings).

7. HOW LONG DO WE STORE YOUR PERSONAL DATA?

We will not retain your Personal Data longer than necessary to fulfil the purposes for which the data was collected or to fulfil our legal obligations or necessary for the establishment, exercise or defence of legal claims or resolving disputes. In addition to this, we determine our retention periods based on our accountability obligations (to be able to demonstrate that we complied with our obligations, e.g. preserving records when you exercised one of your data subject rights), statutory requirements in country that we are legally present including statute of limitations, the

need of Personal Data for any reference to our future actions (e.g. to be able to justify an action we took or to be able to handle payments to our partners or clients) and the need of Personal Data for business processes including but not limited to development of our product. Afterwards, we will delete or anonymize your Personal Data.

8. DO WE TRANSFER YOUR PERSONAL DATA OUTSIDE OF THE EEA?

Your Personal Data is hosted and stored within the European Economic Area (EEA). Where you choose to log in via Google, Google provides us with limited information (such as your verified email address, first name and last name) to confirm your identity; this means we receive data from Google and do not transfer your Personal Data outside the EEA for this purpose. Google's own processing of your data is governed by Google's privacy policy.

Our Website and Services can also be accessed by individuals located outside the EEA (for example, from the United States or other countries). Where one of our service providers processes Personal Data outside the EEA (for example, where an AI model used for our AI Chat Assistant is hosted outside the EEA), we ensure that appropriate safeguards are in place, such as an adequacy decision of the European Commission (including the EU-U.S. Data Privacy Framework, where the recipient is certified) or the European Commission's Standard Contractual Clauses.

9. DO WE COLLECT PERSONAL DATA FROM CHILDREN?

Our Services are intended for business professionals and are not directed to children. We do not knowingly collect Personal Data from individuals under the age at which they can lawfully consent to the processing of their data under applicable laws (typically 16, or lower where permitted by local law). If we become aware that we have collected Personal Data from a child without the required consent, we will delete it promptly. If you believe that a child may have provided us with Personal Data, please contact us through our contact details specified under Section 2.

10. HOW DO WE PROTECT YOUR PERSONAL DATA?

We take appropriate technical and organizational measures to protect your Personal Data against accidental or unlawful destruction, loss, alteration, unauthorized access, disclosure, or use. These measures are designed to provide a level of security appropriate to the risks associated with the processing of your Personal Data. We also require our service providers and partners to apply appropriate safeguards when handling your Personal Data on our behalf.

11. WHAT ARE YOUR RIGHTS?

To the extent permitted by applicable data protection laws and regulations, you have the following rights in relation to your Personal Data:

- **Right to withdraw consent** where you are requested to consent to the processing of your Personal Data, you have the right to withdraw your consent at any time. Please note that this will not affect any processing carried out before you withdraw your consent.
- **Right to access the Personal Data we hold about you**, including information such as the source and categories of data, the processing purposes, the recipients (or categories thereof), and the respective retention period.

- **Right to obtain confirmation** as to whether or not we process your Personal Data and, where that is the case, to obtain a copy thereof
- **Right to request rectification (i.e. an update or correction of your Personal Data)** so that it is always accurate.
- **Right to receive your Personal Data in a structured, commonly used and machine-readable format**, including the right to transfer your Personal Data to another data controller. (“Portability of Personal Data”)
- **Right to delete/erase the Personal Data we collected about you.** Please note that this is not an absolute right and we may have legal or legitimate grounds to refuse your request.
- **Right to object to the processing on specific grounds** relating to your particular situation, in the event and to the extent that we process your Personal Data based on our legitimate interests. In such cases we will no longer process your Personal Data unless we have compelling legitimate grounds for the processing which override your interests, rights and freedoms, or for the establishment, exercise or defence of legal claims.
- **Right to object to the processing of your Personal Data for direct marketing purposes (including profiling).** In such a case, we will stop processing your Personal Data for marketing purposes.
- **Right to restrict the processing of your Personal Data**, for example, if you have contested the accuracy of your Personal Data, and for a period of time that is sufficient to allow us to verify its accuracy.

You can exercise these rights by sending a request to the contact details set out under Section 2, providing your name, your email address as well as a description of your request. If you believe we have not complied with our obligations under applicable data protection laws and regulations, you can lodge a complaint with a competent data protection authority, for example, the [Autoriteit Persoonsgegevens](#) in the Netherlands.

12. ADDITIONAL INFORMATION FOR CALIFORNIA RESIDENTS

This section for California residents supplements the information provided in this Privacy Notice and applies solely to brands, retailers and product creators and others who reside in the State of California. We provide this section to comply with the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act (CPRA), and the regulations issued under it. Accordingly, this section addresses the specific requirements of the CCPA/CPRA and should be read together with the rest of this Privacy Notice.

We do not sell your Personal Data. However, we may share or provide access to certain categories of Personal Data we collect, as necessary for our business purposes (for example, with our service providers and business partners who perform functions on our behalf and are contractually obligated to use the Personal Data only for those purposes).

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device. In particular, we have collected the following categories of Personal Data (as defined under the CCPA/CPRA) within the last twelve (12) months:

- **Category A – Identifiers** (such as name, surname, email address, password, account login details, Google account).
- **Category B – Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))** (such as contact details, job title, business profile information).
- **Category D – Commercial information** (such as product categories, brand categories, target audience, distribution channels, territories, and related business opportunity preferences).
- **Category F – Internet or other similar network activity** (such as login activity on our Website, IP address, and device and browser information).

California Residents' Rights

Under the CCPA/CPRA, California residents may have the following rights with respect to their Personal Data:

- **Right to Know/Access** – You may request that we disclose to you the Personal Data we have collected, used, disclosed, or shared about you in the past 12 months.
- **Right to Deletion** – You may request that we delete any of your Personal Data we have collected from you, subject to certain exceptions.
- **Right to Correction** – You may request that we correct inaccurate Personal Data that we maintain about you.
- **Right to Opt Out of Sale/Sharing** – You may request that we do not sell or share your Personal Data. Please note, however, that your right to opt out does not apply to our sharing of Personal Data with service providers, who are engaged to perform functions on our behalf.
- **Right to Limit Use of Sensitive Personal Data** – You may request that we limit our use of sensitive Personal Data to that which is necessary to perform our services (Note: we currently do not collect sensitive personal data as defined under California law).
- **Right to Non-Discrimination** – You will not be discriminated against for exercising any of your rights under the CCPA/CPRA.

How to Exercise Your Rights

You can exercise these rights by sending a request to the contact details set out under section 2 in this Privacy Notice. Please provide your name, your email address, and a description of your request. We may need to verify your identity before processing your request. You may also designate an authorized agent to act on your behalf.