## Privacy Policy for Sourceasy.ai

**Effective Date:** June 20, 2025

This Privacy Policy describes how Sourceasy.ai (“Platform”), owned and operated by Lets Talk Business Pvt Ltd (“Company”, “we”, “us”, or “our”), collects, uses, discloses, and safeguards your information when you use our website and services related to B2B procurement of chemicals.

By accessing or using Sourceasy.ai, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with the terms, please do not access the Platform.

## ****1. Introduction****

Your privacy is important to us. This Privacy Policy governs your use of Sourceasy.ai and explains how we collect, use, protect, and disclose information resulting from your use of our services. This policy is in accordance with applicable laws, including the Information Technology Act, 2000, and its associated rules1.

## ****2. Definitions****

* **Personal Data:** Information that identifies an individual, such as name, email, phone number, address, etc.
* **Usage Data:** Data collected automatically, such as IP address, browser type, pages visited, and device information.
* **Cookies:** Small files stored on your device to improve user experience.
* **Data Controller:** Lets Talk Business Pvt Ltd, which determines the purpose and means of processing your data.
* **Data Processor/Service Provider:** Third parties processing data on our behalf.

## ****3. Information We Collect****

## ****A. Information You Provide****

* Name, email address, phone number, and business details during registration.
* Professional and business information (e.g., GST number, company address, product details).
* Any additional information you provide via surveys, feedback, or customer support interactions1.

## ****B. Information Collected Automatically****

* Usage Data: IP address, browser type, device information, server logs, pages visited, time and date of visits, and referring URLs.
* Cookies and similar technologies to track activity and preferences on the Platform.
* Location data, if you grant permission via your device settings1.

## ****4. How We Use Your Information****

We use the collected data for purposes including but not limited to:

* Creating and maintaining your account.
* Providing and improving our services, including customer support.
* Notifying you about changes to our services.
* Analyzing usage to enhance user experience and develop new features.
* Sending you information about products, services, offers, and events (you may opt out at any time).
* Preventing fraud, ensuring security, and complying with legal obligations.
* Fulfilling any other purpose disclosed to you at the time of collection or with your consent1.

## ****5. Disclosure of Information****

We may share your information:

* With service providers and partners who assist in operating our Platform and providing services (under confidentiality agreements).
* To comply with legal obligations, law enforcement requests, or to protect the rights, property, or safety of the Company, users, or others.
* In connection with a merger, acquisition, or sale of all or a portion of our assets (with notice to you).
* With your consent or as otherwise disclosed at the time of data collection1.

## ****6. Data Retention****

We retain your Personal Data only as long as necessary for the purposes outlined in this Policy, to comply with legal obligations, resolve disputes, and enforce agreements. Usage Data may be retained for a shorter period unless required for security or service improvement purposes1.

## ****7. Cookies and Tracking Technologies****

We use cookies and similar technologies to operate and improve our services, track user activity, and analyze usage patterns. You can control cookie preferences through your browser settings, but disabling cookies may affect your experience on the Platform1.

## ****8. Data Security****

We implement reasonable security practices and procedures to protect your information from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission or storage is 100% secure; we cannot guarantee absolute security1.

## ****9. Your Rights and Choices****

* **Access and Correction:** You may access, update, or correct your Personal Data via your account settings.
* **Withdraw Consent:** You may withdraw your consent to our collection and use of your data at any time by contacting us. Withdrawal may affect your ability to use some services1.
* **Delete Account:** You may request deletion of your account and associated data. Some information shared by others or required for compliance may not be deleted immediately1.
* **Opt-out:** You may opt out of receiving marketing communications by following unsubscribe instructions in our emails.

## ****10. Children’s Privacy****

The Platform is intended for users 18 years of age or older. We do not knowingly collect data from children under 18. If you believe a child has provided us with Personal Data, please contact us for removal1.

## ****11. Changes to This Policy****

We may update this Privacy Policy from time to time. Changes will be posted on this page, and your continued use of the Platform constitutes acceptance of the updated policy. We encourage you to review this Policy regularly1.

## ****12. Contact Us****

For questions, concerns, or requests regarding this Privacy Policy or your data, please contact:

**Lets Talk Business Pvt Ltd**  
Email: [Insert contact email]  
Address: Address: 601, Shikhar, Nr.Vadilal House, Navrangpura, Ahmedabad- 380007, Gujarat, India