

Zokaai Privacy Policy

Effective Date: 3rd March 2025

Zokaai ABN: 87676069551 ("Zokaai," "we," "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our website(s), products, services, and applications (the "Services"), specifically our online marketplace platform for listing businesses for sale and connecting potential buyers and sellers.

1. Information We Collect

We collect the following types of information:

Buyer Information:

- Name
- Contact information (email address, phone number)
- Location
- Investment criteria (industry preferences, price range, etc.)
- Business interests
- Experience (relevant business background)
- Financial information (if collected for pre-qualification purposes)

Seller Information:

- Name
- Contact information (email address, phone number)
- Business details (financial information, operational details, legal information)
- Ownership details
- Information added to your business profile

Website Usage Data:

- IP address
- Browser type
- Operating system
- Referring website
- Pages visited
- Date and time of access
- Cookies and similar tracking technologies (see section 6)

2. How We Collect Information

We collect information in the following ways:

- **Registration Forms:** When you create an account.
- **Listing Forms:** When sellers list businesses for sale.
- **Contact Forms:** When buyers submit inquiries about businesses.
- **Cookies and Tracking Technologies:** Through the use of cookies and similar technologies on our website (see section 6).

- **Analytics Tools:** Using third-party analytics services (e.g., Google Analytics) to track website usage.

3. How We Use Your Information

We use your information for the following purposes:

- **Matching Buyers and Sellers:** To connect potential buyers with suitable businesses for sale based on their stated criteria.
- **Sharing Buyer Information with Sellers:** When you submit an inquiry about a business listed on Zokaai, your contact information (name, email, phone number) and the details of your inquiry will be shared with the seller of that business. This allows the seller to respond to your inquiry. By submitting the form, you agree to this sharing of information. Zokaai is not responsible for how the seller uses your information once it is shared.
- **Website Improvement:** To personalise user experience, analyse usage trends, and improve website functionality.
- **Marketing:** To send newsletters, promotional offers, and updates about our Services. You can opt out of receiving marketing communications at any time.
- **Customer Support:** To respond to your inquiries and provide customer support.
- **Legal Compliance:** To comply with applicable laws and regulations, respond to legal requests, and prevent fraud.

4. Data Security

We take reasonable measures to protect your personal information from unauthorised access, use, or disclosure. These measures include:

- Encryption (SSL/TLS) for data transmission
- Firewalls to protect our servers
- Access controls to limit access to personal information to authorised personnel
- Regular security audits

Please note that no method of transmission over the internet is 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security.

5. Data Retention

We retain your personal information 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.

- **Account Information:** We retain your account information for as long as your account is active.
- **Business Listings:** We retain business listings for as long as the listing is active, is sold or you request to deactivate the listing.
- **Inquiry Data:** We retain inquiry data for a reasonable period to allow follow-up and to improve our matching services.

We may also retain anonymised or aggregated data for analytical purposes.

6. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to collect information about your browsing activity on our website.

- **What are Cookies?** Cookies are small text files that are stored on your device when you visit a website.
- **How We Use Cookies:** We use cookies for the following purposes:
- **Essential Cookies:** To enable core website functionality (e.g., session management, login).
- **Analytics Cookies:** To track website usage and analyze trends (e.g., Google Analytics).
- **Advertising Cookies:** To display targeted advertisements (if applicable).

You can manage your cookie preferences through your browser settings. Most browsers allow you to block or delete cookies. Please note that disabling cookies may affect your ability to use certain features of our website.

7. Third-Party Services

We use the following third-party services that may collect or process your personal information:

- **Google Analytics:** For website analytics.
- **Hubspot:** For emailing.
- **Google, Facebook and other third party ad platforms:** For advertising purposes.

We are not responsible for the privacy practices of these third-party services. Please review their respective privacy policies for more information.

8. Your Rights

You have the following rights regarding your personal information:

- **Access:** You have the right to request access to the personal information we hold about you.
- **Correction:** You have the right to request that we correct any inaccurate or incomplete personal information we hold about you.
- **Deletion:** You have the right to request that we delete your personal information, subject to certain exceptions.
- **Opt-out:** You have the right to opt out of receiving marketing communications from us.

To exercise these rights, please contact us using the contact information provided below.

9. Australian Privacy Principles (APPs)

We are committed to complying with the Australian Privacy Principles (APPs) as set out in the Privacy Act 1988. For more information about the APPs, please visit the website of the Office of the Australian Information Commissioner (OAIC).

10. Contact Information

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us:

Zokaai Privacy Officer
Email: info@zokaai.com

11. Changes to this Privacy Policy

We may amend this Privacy Policy at any time by posting a revised version on our website. The revised version will be effective as of the date it is posted. We encourage you to review this Privacy Policy periodically for any changes.