

Tradelink Privacy Policy

Last Updated: 13 August 2026

Tradelink (“Tradelink”, “we”, “us”, or “our”) respects your privacy and is committed to protecting the personal and business information you provide to us through our website, platform, forms, advertisements, and other communication channels.

This Privacy Policy explains what information we collect, how we use it, when it may be shared, and the choices available to you.

1. Information We Collect

When you interact with Tradelink, including through Meta advertisements, lead forms, our website, or our platform, we may collect information such as:

- Name
- Business or company name
- Mobile number
- WhatsApp number
- Email address
- Business location
- Business type
- Product or category information
- Distribution or business requirements
- Information you provide through enquiry or lead forms
- Communication and enquiry details
- Other information voluntarily provided by you

We only request information that is reasonably relevant to providing or improving our services and facilitating business connections.

2. How We Use Your Information

We may use the information collected to:

- Respond to your enquiry or request.
- Contact you regarding your submitted enquiry.
- Help manufacturers and distributors identify relevant business opportunities.
- Facilitate connections between manufacturers and distributors.
- Provide information about Tradelink and its services.
- Provide customer support.
- Improve our platform, services, and user experience.
- Maintain business and communication records.
- Prevent misuse, fraud, or unauthorized activity.
- Comply with applicable legal, regulatory, accounting, and administrative requirements.

3. Communication With You

By submitting your information to Tradelink, you understand that we may contact you regarding your enquiry, business requirements, Tradelink services, or relevant business opportunities.

Depending on the information you provide, we may contact you through phone, WhatsApp, email, SMS, or other appropriate communication channels.

You may request that we stop sending promotional communications to you.

4. Information Submitted Through Meta Lead Ads

If you submit your information through a Tradelink advertisement or lead form on Facebook or Instagram, the information you provide may be received by Tradelink for the purposes described in this Privacy Policy.

Your information may be used to respond to your enquiry, understand your business requirements, and facilitate relevant communication or business opportunities.

Meta's collection and processing of information on its own platforms is governed by Meta's applicable policies and terms. Tradelink is responsible for the information that it receives and processes after it is made available to us.

5. Sharing of Information

Where reasonably necessary to provide our services, Tradelink may share relevant information with:

- Manufacturers
- Distributors
- Business partners
- Service providers
- Technology and communication providers
- Contractors or professional service providers
- Government authorities or other parties where legally required

Information will only be shared where reasonably necessary for the relevant business, operational, service, or legal purpose.

Tradelink does not sell your personal information as a standalone data product.

6. Third-Party Services

Tradelink may use third-party platforms and services for advertising, communication, analytics, hosting, payment processing, customer management, or other business operations.

These third parties may process information in accordance with their own applicable privacy policies and terms.

We encourage users to review the privacy policies of third-party platforms they interact with.

7. Data Security

Tradelink takes reasonable technical and organizational measures to protect the information under our control against unauthorized access, loss, misuse, alteration, or disclosure.

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure.

8. Data Retention

We may retain your information for as long as reasonably necessary to:

- Provide our services.
- Respond to enquiries.
- Maintain business and communication records.
- Facilitate business connections.
- Meet legal, accounting, regulatory, or contractual requirements.
- Resolve disputes.
- Prevent fraud or misuse.

When information is no longer reasonably required, we may delete, anonymize, or securely dispose of it, subject to applicable legal requirements.

9. Accuracy of Information

You are responsible for providing accurate and up-to-date information when submitting a form, creating an account, or communicating with Tradelink.

If you provide incorrect or incomplete information, it may affect our ability to respond to your enquiry or provide relevant services.

10. Access, Correction, or Deletion Requests

You may contact Tradelink if you want to:

- Request access to information we hold about you.
- Correct inaccurate information.
- Request deletion of information, where applicable.
- Withdraw consent for certain communications.
- Raise a privacy-related concern.

Requests may be subject to reasonable identity verification and applicable legal or regulatory requirements.

11. Cookies and Online Technologies

Our website or platform may use cookies, pixels, analytics tools, or similar technologies to improve functionality, understand website usage, measure advertising performance, and improve our services.

Third-party advertising or analytics platforms may also use technologies in accordance with their own policies.

12. External Links

Our website or platform may contain links to third-party websites or services.

Tradelink is not responsible for the privacy practices, content, security, or policies of third-party websites. We recommend reviewing their privacy policies before submitting personal information.

13. Changes to This Privacy Policy

Tradelink may update this Privacy Policy from time to time to reflect changes in our services, technology, business practices, or applicable laws.

Any updated version may be published on this page with a revised “Last Updated” date.

14. Contact Us

If you have questions, requests, complaints, or concerns regarding this Privacy Policy or the way Tradelink handles your information, please contact us through the contact details provided on the Tradelink website.

15. Acceptance

By submitting your information to Tradelink through our website, platform, lead forms, advertisements, or other communication channels, you acknowledge that you have read and understood this Privacy Policy and agree to the collection and use of your information as described above, subject to applicable law.