

## \*BUSINESS HEALTH CHECKER (BHC) PRIVACY POLICY\*

At SME Mall, we are committed to protecting your privacy and ensuring the confidentiality and security of your personal and business information. This Privacy Policy outlines how we collect, use, protect, and share your data in connection with the Business Health Checker (BHC) website and tool.

### \*INFORMATION COLLECTION\*

To provide the BHC service, we collect the following information:

- **\*Business Information\***: company name, address, industry, business structure, financial data, and other relevant business details
- **\*Contact Information\***: name, email address, phone number, and other contact details
- **\*Assessment Data\***: responses to the BHC assessment, including data on:
  - Accounting/Finance: financial statements, accounting practices, and financial management
  - Human Resources: employee data, HR policies, and training programs
  - Legal: business registration, licenses, and compliance with regulatory requirements
  - Marketing & Branding: marketing strategies, brand identity, and online presence
  - Technology: IT infrastructure, software, and cybersecurity measures
  - Business Advisory/Strategy: business planning, governance, and strategic partnerships
- **\*Technical Data\***: IP address, browser type, device information, and other technical data related to your use of the BHC website and tool
- **\*Cookie Data\***: we use cookies to track your interactions with the BHC website, including pages visited and actions taken

### \*USE OF INFORMATION\*

We use the collected information to:

- **\*Provide the BHC Assessment and Report\***: analyze your business data and generate insights and recommendations
- **\*Improve the BHC Tool\***: develop new features and enhance the overall user experience
- **\*Communicate with You\***: send updates, newsletters, and promotional materials related to the BHC service
- **\*Provide Support and Customer Service\***: respond to your inquiries and provide assistance with using the BHC tool
- **\*Conduct Research and Analysis\***: use aggregated data to conduct research and analysis on business trends and industry benchmarks

## \*DATA PROTECTION\*

We implement robust security measures to protect your data, including:

- **\*Encryption and Secure Data Storage\***: use industry-standard encryption protocols to protect data in transit and at rest
- **\*Access Controls and Authentication\***: restrict access to authorized personnel and implement secure login processes
- **\*Regular Security Updates and Monitoring\***: regularly update and patch our systems to prevent security vulnerabilities
- **\*Data Breach Notification\***: in the event of a data breach, we will notify you and relevant authorities as required by law

## \*DATA SHARING\*

We may share your data with:

- **\*Service Providers and Partners\***: third-party vendors and partners who assist in delivering the BHC service
- **\*Regulatory Authorities and Law Enforcement Agencies\***: as required by law, we may disclose your data to government agencies or law enforcement bodies
- **\*Affiliates and Subsidiaries\***: we may share your data with our affiliates and subsidiaries for business purposes

## \*DATA RETENTION\*

We retain your data for as long as necessary to provide the BHC service and as required by law. We will securely dispose of your data when it is no longer needed.

## \*YOUR RIGHTS\*

You have the right to:

- **\*Access and Review Your Data\***: request a copy of your data held by us
- **\*Request Corrections or Updates\***: update your data or correct any inaccuracies
- **\*Opt-out of Receiving Communications\***: unsubscribe from our newsletters and promotional materials
- **\*Request Data Portability\***: request a copy of your data in a machine-readable format
- **\*Withdraw Consent\***: withdraw your consent for the processing of your data at any time

## \*CONTACT INFORMATION\*

For questions, concerns, or data protection inquiries, contact:

SME Mall

8B, Ogidi Crescent Off Christ Avenue, Lekki Phase 1, Lagos

Email: [info@smemall.com](mailto:info@smemall.com)

Phone: [+234 809 740 0005](tel:+2348097400005)

**\*CHANGES TO THIS PRIVACY POLICY\***

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be effective immediately upon posting.

By using the Business Health Checker (BHC) website and tool, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy.

By clicking "I Agree" or using the BHC website, you acknowledge that you have read, understood, and agree to be bound by these Terms and Conditions.