

Privacy Policy

Effective as of 12 November, 2024.

At Sterna, safeguarding your privacy is fundamental to our operations. This policy outlines how we collect, use, and protect your personal and business information when you engage with our website, submit inquiries, or collaborate with us. We recognize the sensitivity of data shared through our forms, particularly for private label consultations and supplier applications, and we are committed to ensuring its confidentiality and security.

Scope

This policy applies to all interactions with Sterna, including but not limited to:

- **Product inquiries** submitted via our website.
- **Private label (brand solutions) consultations**, which are treated with strict confidentiality to protect proprietary business information.
- **Supplier applications**, including sensitive documents such as business licenses, certifications, and financial records.

Data Collection and Use

When you submit a product inquiry, request a private label consultation, or apply as a supplier, we collect information necessary to fulfill your request. For product inquiries, this may include basic contact details (e.g., name, email, company) to respond to your needs. Private label consultations require more detailed information, such as brand specifications or market strategies, which we handle with utmost discretion to prevent competitive exposure. Supplier applications involve the submission of sensitive business documents, such as production capacity reports, certifications, and financial statements. We collect this information solely to evaluate partnerships and ensure compliance with our sourcing standards. All data is used exclusively for its intended purpose: to facilitate collaboration, provide tailored solutions, and maintain regulatory compliance. Automated technologies, such as cookies and analytics tools, may collect non-identifiable data (e.g., IP addresses, browsing behavior) to improve website functionality and user experience.

Confidentiality and Data Sharing

Sterna does not disclose sensitive information from private label consultations or supplier applications without explicit consent. Your proprietary strategies, business documents, and competitive insights are accessible only to authorized personnel directly involved in your project. We may share limited data with third-party service providers (e.g., logistics partners, IT vendors) strictly under confidentiality agreements to fulfill operational needs. In rare cases, data may be disclosed to comply with legal obligations, such as regulatory audits or fraud prevention.

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Security Measures

We employ industry-standard safeguards to protect your information, particularly for sensitive submissions:

- **Encrypted Storage:** All documents uploaded via supplier applications are stored in secure, encrypted databases.
- **Access Controls:** Only designated team members with a legitimate business need can access private label or supplier data.
- **Confidentiality Agreements:** Employees and partners handling sensitive information are bound by strict non-disclosure obligations.

Your Rights

You have the right to access, correct, or request deletion of your data. For private label consultations and supplier applications, you may also withdraw consent for specific data uses, provided it does not conflict with contractual or legal obligations. To exercise these rights, contact our Data Protection Officer using the details below.

Data Retention

Sensitive documents from supplier applications are retained only as long as necessary to evaluate partnerships or meet legal requirements. Private label consultation data is deleted upon project completion unless otherwise agreed. Non-sensitive data, such as product inquiries, may be retained for up to 3 years to improve service quality.

International Data Transfers

As a global company, data may be transferred to and processed in countries outside the EU/EEA. Such transfers adhere to legal safeguards, such as Standard Contractual Clauses (SCCs), to ensure your information remains protected under EU privacy standards.

Policy Updates

This policy may be updated to reflect changes in regulations or business practices. Significant revisions will be communicated via email or a notice on our website.

Contact Us

For questions about data privacy, or to address concerns about confidential submissions, contact:

STERNA INT. OÜ

Address: Harju maakond, Tallinn, Kesklinna linnaosa, Pärnu mnt 139b, 11317

Email: contact@sterna-international.com

Phone: +34 640 924 795

Trust and transparency are the foundation of our partnerships.