

Privacy Policy

Last updated: July 13, 2026

OÜ ALLIUM EST operates the website <https://garantsnus.com/> (hereinafter referred to as the "Website"). We respect your privacy and are committed to protecting the personal data you share with us as part of our B2B cooperation.

This Privacy Policy explains how we collect, use, store, and protect your data, as well as what rights you have. Our Website is strictly intended for individuals who have reached the age of majority 18+ depending on the jurisdiction) and represent business interests.

1. Legal Basis for Data Processing

We process your personal data based on the following legal grounds:

- **Performance of a Contract:** For pre-contractual relations (processing wholesale purchase requests) and the execution of supply agreements.
- **Legitimate Interest:** To protect our Website from spam and fraud, as well as for B2B marketing and improving Website performance.
- **Consent:** For the use of marketing cookies and sending newsletters (where applicable).
- **Compliance with Legal Obligations:** To comply with laws regulating the turnover of nicotine-containing products, as well as tax and accounting reporting requirements.

2. Data We Collect

We collect only the data necessary to conduct business communication and ensure the stable operation of the Website:

- **First and Last Name** (of the company representative or contact person).
- **Email Address** (business).
- **Phone Number** (business).
- **Company Name / Legal Entity, Job Title, and Field of Activity.**
- **Technical Data:** IP address, browser type and version, language settings, and operating system.
- **Analytics and Cookies Data:** Information on how you interact with our Website.

3. Purposes of Data Processing

Your data is used exclusively for the following purposes:

- **Processing B2B Requests:** Verifying wholesale buyer status, calculating commercial offers, invoicing, and arranging logistics for nicotine pouches.

- **Communicating with You:** Responding to your inquiries submitted through feedback forms.
- **Analytics and Website Improvement:** Optimizing the interface, product range, and functionality for business clients.
- **Security:** Preventing fraud, spam, and cyberattacks.

4. Third-Party Services, Cookies, and Analytics

We use cookies (small text files placed on your device) and third-party services to analyze traffic and protect the Website.

Google reCAPTCHA

To protect data submission forms from spam and automated bots, the Website uses the Google reCAPTCHA service. This service analyzes user behavior (e.g., mouse movements, IP address, time spent) to determine whether the user is a human. The use of this service is governed by the Google Privacy Policy and Google Terms of Service.

Google Analytics & Meta Pixel

- **Google Analytics:** Helps us understand which sections of the Website are most popular among wholesale clients. Data is transmitted to Google in an anonymized form (IP anonymization).
- **Meta Pixel (Facebook Pixel):** Used to evaluate the effectiveness of marketing campaigns and display relevant B2B advertisements to users who have previously visited our Website.

You can disable cookies in your browser settings or withdraw your consent via the cookie banner on our Website.

5. Data Retention Periods

We store your personal data only for as long as necessary to fulfill the purposes for which it was collected:

- Data from request forms (name, email, phone, company) is stored for the entire duration of our business cooperation, or until you request its deletion.
- Technical and analytics data (Google Analytics, Meta Pixel) is stored in accordance with the standard retention periods of these services (typically 14 months).
- In cases prescribed by law (e.g., tax reporting or supply contracts), data may be stored for up to 5 years.

6. Data Disclosure to Third Parties

We do not sell or disclose your personal data to third parties for marketing purposes. Data disclosure is only possible to:

- **Service Providers:** Hosting providers, CRM systems, email services, and logistics companies that help us run our business and deliver products. All such providers are bound by confidentiality obligations.
- **Legal Requirements:** State or regulatory authorities, if necessary to comply with laws regulating the turnover of nicotine products, or upon an official judicial request.

7. International Data Transfers

Since we operate in the B2B market, your data may be transferred to and processed in countries outside of your country of residence.

When transferring data outside the EEA (European Economic Area), we ensure an adequate level of protection by using Standard Contractual Clauses (SCCs) approved by the European Commission or relying on Adequacy Decisions.

8. User Rights (Including GDPR Rights)

Depending on your location (specifically if you are located in the European Union and are subject to the GDPR), you have the following rights:

- **Right of Access:** You can request a copy of your personal data stored by us.
- **Right to Rectification:** You can demand the correction of inaccurate or outdated data.
- **Right to Erasure ("Right to be Forgotten"):** You can request the deletion of your data if it is no longer required for the purposes for which it was collected. *(Note: The original text cuts off here, but this is the standard legal phrasing for this clause).*