

WEBSITE TERMS & CONDITIONS 2026

Blue Pure Roots Foodstuff Trading LLC

Enterprise Edition – Version 1.2

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Contact	info@pureroots.ae

Publication note: These Terms should be reviewed against the Company's current trade licence, transaction documents, and applicable UAE law before publication. The English text is the authoritative version, subject to mandatory law.

FRONT MATTER

Legal Notice

These Website Terms & Conditions ("Terms") constitute a legally binding agreement governing access to and use of the official website operated by Blue Pure Roots Foodstuff Trading LLC ("Blue Pure Roots", the "Company", "we", "our", or "us").

These Terms apply to all visitors, customers, suppliers, distributors, procurement organisations, logistics partners, service providers, commercial partners, and any other individual or legal entity accessing or using this Website.

By accessing or using this Website, you acknowledge that you have read, understood, and agree to be legally bound by these Terms.

Document Purpose

These Terms establish the legal framework governing access to and use of the Website and define the relationship between Blue Pure Roots Foodstuff Trading LLC and Website Users.

These Terms are intended to:

- protect the legitimate interests of the Company;
- promote transparency in commercial dealings;
- provide legal certainty for business users;
- establish fair rules governing Website access and usage;
- define the rights and obligations of Users;
- support responsible international trade practices; and
- complement the Company's corporate governance and compliance framework.

These Terms have been prepared primarily for business-to-business (B2B) commercial activities.

Legal Status Of This Agreement

These Terms govern access to and use of the Website. Sections dealing with Products, orders, payment, delivery, and related commercial matters apply to a transaction only to the extent they are expressly incorporated into or accepted as part of the relevant written commercial documentation. They do not, by themselves, constitute:

- a sales agreement;
- a purchase agreement;
- a supply agreement;
- a distribution agreement;
- an agency agreement;
- an employment relationship;
- a partnership;
- a franchise;
- a joint venture; or
- any legally binding commitment to supply products or services.

Commercial transactions shall become legally binding only upon written acceptance by duly authorised representatives of the Company and completion of the applicable commercial documentation.

Document Hierarchy

Unless expressly agreed otherwise in writing, the following order of precedence shall apply in the event of any inconsistency:

1. Executed Commercial Agreement

2. Framework Agreement

3. Supply Agreement

4. Sales Agreement

5. Purchase Agreement

6. Accepted Purchase Order

7. Order Confirmation

8. Commercial Invoice

9. Product Specifications

10. Website Terms & Conditions

11. Privacy Policy

12. Cookie Policy

13. Supplier Code of Conduct

14. Other Website Policies

A separate contractual document shall prevail only to the extent that it expressly identifies the provision being varied and is accepted by the Company through an authorised representative. In particular, a departure from Section 33 (Payment Terms and Full Payment Before Release) is effective only if it expressly states the alternative payment arrangement and is agreed in writing by an authorised representative for the relevant transaction. A purchase order, invoice, payment instruction, or other document issued by the Customer does not by itself amend these Terms.

Definitions

Unless the context otherwise requires, the following definitions shall apply throughout these Terms:

Agreement

means these Website Terms & Conditions together with all documents expressly incorporated by reference.

Applicable Law

means all applicable federal, emirate, local, international, statutory, regulatory, administrative, judicial, and governmental laws, regulations, directives, rules, and legally binding requirements.

Authorised Representative

means any individual duly authorised to act on behalf of the Company.

Business Day

means any day on which commercial banks are open for business in the Emirate of Dubai, excluding officially declared public holidays.

Company

means Blue Pure Roots Foodstuff Trading LLC, including its successors, authorised representatives, affiliates, subsidiaries (where applicable), and permitted assigns.

Customer

means any individual, company, governmental authority, institution, partnership, or other legal entity purchasing or intending to purchase Products or Services from the Company.

Products

means all food products, beverages, ingredients, agricultural commodities, packaging materials, FMCG products, and other goods supplied, sourced, imported, exported, distributed, marketed, or otherwise made available by the Company.

Services

means sourcing, procurement, consulting, logistics coordination, quality assurance support, documentation services, market intelligence, supply chain management, and any other commercial services provided by the Company.

Supplier

means any producer, grower, manufacturer, processor, exporter, importer, logistics provider, contractor, consultant, or commercial partner supplying goods or services to the Company.

User

means every individual or legal entity accessing, browsing, interacting with, or otherwise using the Website.

Website

means all websites, webpages, domains, subdomains, portals, customer portals, applications, digital platforms, downloadable content, APIs, mobile services, and all other online services operated by or on behalf of the Company under the Blue Pure Roots brand.

Interpretation

Unless the context otherwise requires:

- words importing the singular include the plural and vice versa;
- references to persons include individuals, legal entities, partnerships, governmental bodies, and organisations;
- headings are included for convenience only and shall not affect interpretation;
- references to legislation include amendments, replacements, consolidations, and successor legislation; and
- expressions such as "including", "includes", and "such as" shall mean "including without limitation".

Governing Language

These Terms have been drafted in the English language.

Translations may be provided solely for convenience.

In the event of any conflict, inconsistency, ambiguity, or discrepancy between the English version and any translated version, the English version shall prevail to the fullest extent permitted by applicable law.

General Provisions

1. Introduction

Welcome to the official Website of Blue Pure Roots Foodstuff Trading LLC ("Blue Pure Roots" or the "Company").

Blue Pure Roots is an international business-to-business (B2B) food trading, sourcing, procurement, import, export, and wholesale distribution company headquartered in Dubai, United Arab Emirates.

The Company's mission is to establish reliable international supply chains by connecting growers, manufacturers, exporters, distributors, and commercial buyers through efficient procurement, responsible sourcing, and high-quality food solutions.

This Website has been established to provide business information, facilitate commercial communication, and support long-term business relationships with customers, suppliers, and strategic partners.

By accessing or using this Website, Users acknowledge that they are entering a professional commercial environment intended primarily for legitimate business purposes.

2. Company Information

Blue Pure Roots Foodstuff Trading LLC is a company duly incorporated and operating under the laws of the United Arab Emirates.

The Company conducts its business in accordance with applicable federal and local laws, regulations, and internationally recognised commercial practices.

The Company's activities may include, without limitation:

- International Food Trading;
- Import and Export;
- Global Procurement;
- Wholesale Distribution;
- Fresh Produce;
- Fruits and Vegetables;
- Dairy Products;

- Meat and Poultry;
- Seafood;
- Frozen Foods;
- Dry Foods;
- Grains and Rice;
- Herbs and Spices;
- Organic Products;
- FMCG Products;
- Private Label Solutions;
- Food Manufacturing Support;
- Supply Chain Management; and
- Strategic Procurement Services.

The Company reserves the right to expand, modify, suspend, or discontinue any business activity in accordance with applicable law and commercial requirements.

3. Corporate Registration and Regulatory Compliance

Blue Pure Roots Foodstuff Trading LLC operates under the applicable commercial licensing framework of the Emirate of Dubai and conducts its activities in accordance with all relevant federal and local laws, regulations, and regulatory requirements applicable to its business operations.

Where required, the Company maintains the necessary licences, registrations, approvals, permits, certifications, and operational authorisations required for the lawful conduct of its activities.

The Company is committed to maintaining appropriate levels of regulatory compliance relating to:

- food trading activities;
- import and export operations;
- commercial transactions;
- supply chain management;
- product sourcing;
- food safety requirements;
- customs obligations; and
- applicable international trade regulations.

Nothing contained on this Website shall be interpreted as a representation, guarantee, or warranty that any specific product, service, commercial activity, or transaction is authorised, approved, or legally available in every jurisdiction worldwide.

Users remain solely responsible for ensuring that their activities comply with all applicable laws, regulations, licensing requirements, import requirements, and regulatory obligations within their respective jurisdictions.

4. Scope of Application

These Terms apply to all interactions with the Website, including but not limited to:

- browsing or accessing Website content;
- submitting business enquiries;
- requesting quotations;
- supplier registration;
- customer registration;
- downloading documents or resources;
- subscribing to newsletters or commercial communications;
- accessing restricted Website areas;
- contacting the Company;
- using online forms;
- accessing digital services; and
- any other interaction with the Company's digital platforms.

These Terms apply to all Users, including:

- customers;

- suppliers;
- distributors;
- manufacturers;
- procurement organisations;
- logistics partners;
- commercial institutions; and
- other business users.

Separate written agreements may govern specific commercial transactions.

Where separate contractual agreements exist, those agreements shall prevail over these Terms solely in relation to the relevant transaction and only to the extent of any inconsistency.

5. Website Purpose

This Website is intended to provide accurate, relevant, and commercially useful information regarding the Company's products, services, business activities, and commercial capabilities.

All information published on this Website is provided solely for general business and informational purposes.

Nothing contained on this Website constitutes or shall be interpreted as:

- legal advice;
- financial advice;
- tax advice;
- customs advice;
- regulatory advice;
- investment advice;
- professional consulting advice; or
- any other form of professional advice.

The Company endeavours to maintain accurate and up-to-date Website information; however, the Company does not guarantee that:

- all information is complete;
- all information remains current;
- all information is free from errors;
- all products remain available; or
- all information is suitable for every jurisdiction or commercial purpose.

Users remain responsible for independently verifying any information before relying upon it for commercial decisions.

6. Business Customer Eligibility

This Website is intended primarily for business and professional users.

By accessing or using this Website, each User represents and warrants that:

- the User is at least eighteen (18) years of age;
- the User has legal capacity to enter into binding agreements;
- where acting on behalf of an organisation, the User has proper authority to represent such organisation;
- all information submitted to the Company is accurate, complete, and current;
- the User will comply with all applicable laws and regulations; and
- the Website will not be used for unlawful, fraudulent, or unauthorised purposes.

The Company reserves the right to refuse, restrict, suspend, or terminate access to the Website where:

- these requirements are not satisfied;
- inaccurate or misleading information has been provided;
- misuse of the Website is suspected;
- legal or regulatory concerns arise; or
- continued access may create commercial, security, or reputational risks.

7. Business-to-Business Nature

Unless expressly stated otherwise in writing, all products and services offered by the Company are intended exclusively for commercial and professional purposes.

The Website and related services are designed primarily for:

- wholesalers;
- distributors;
- retailers;
- hospitality businesses;
- restaurants;
- hotels;
- catering companies;
- food manufacturers;
- institutional buyers; and
- other commercial organisations.

Nothing contained in these Terms shall create consumer rights beyond those mandatory rights required under applicable law.

Users acknowledge and agree that:

- transactions are conducted within a B2B commercial environment;
- commercial parties are expected to act professionally;
- contractual rights and remedies may differ from consumer transactions; and
- business users are responsible for conducting appropriate due diligence before entering commercial relationships.

8. International Business Operations

Blue Pure Roots conducts international business activities involving customers, suppliers, manufacturers, exporters, logistics providers, and commercial partners located in multiple jurisdictions worldwide.

International trade operations may be affected by various factors, including:

- agricultural production conditions;
- seasonal availability;
- supplier capacity;
- transportation availability;
- customs procedures;
- governmental regulations;
- geopolitical developments;
- public health measures;
- economic conditions;
- international sanctions; and
- force majeure events.

Accordingly, information published on this Website shall not constitute a guarantee of:

- uninterrupted product availability;
- continuous supply capacity;
- fixed pricing;
- uninterrupted logistics services;
- permanent market accessibility; or
- availability of any specific product origin or specification.

The Company shall use commercially reasonable efforts to support reliable supply solutions but cannot guarantee circumstances beyond its reasonable control.

9. Regulatory Compliance

The Company is committed to conducting its business responsibly and in compliance with applicable legal and regulatory requirements.

Such compliance areas may include, without limitation:

- commercial transactions;

- food safety regulations;
- customs requirements;
- import and export controls;
- competition laws;
- anti-bribery regulations;
- anti-corruption requirements;
- anti-money laundering obligations;
- sanctions compliance;
- data protection and privacy requirements;
- occupational health and safety standards; and
- environmental responsibility requirements.

The Company expects customers, suppliers, and commercial partners to conduct business ethically and lawfully.

Users remain solely responsible for ensuring that their own activities comply with all laws, regulations, licences, permits, and obligations applicable within their jurisdictions.

10. Reservation of Rights

Blue Pure Roots reserves all rights not expressly granted under these Terms.

To the fullest extent permitted by applicable law, the Company may, at its sole discretion and without prior notice where legally permissible:

- modify, update, or correct Website content;
- suspend or discontinue Website services;
- restrict or terminate Website access;
- remove, replace, or modify Website content;
- introduce new products or services;
- discontinue existing products or services;
- implement security measures;
- modify Website functionality;
- improve digital services; and
- amend these Terms.

No failure, delay, or partial exercise by the Company of any right, power, or remedy under these Terms shall constitute a waiver of such right, power, or remedy.

Any single or partial exercise of a right shall not prevent any further exercise of that right or any other right available under applicable law.

PRODUCTS & COMMERCIAL TERMSS

11. Products

Blue Pure Roots Foodstuff Trading LLC ("Blue Pure Roots" or the "Company") operates as an international business-to-business (B2B) food trading, sourcing, procurement, import, export, and wholesale distribution company.

The Company's product portfolio may include, without limitation:

- Fresh Fruits;
- Fresh Vegetables;
- Exotic Produce;
- Organic Produce;
- Frozen Foods;
- Chilled Foods;
- Dairy Products;
- Meat and Poultry;
- Seafood;
- Rice;
- Grains;
- Flour;
- Pulses;

- Sugar;
- Salt;
- Herbs;
- Spices;
- Edible Oils;
- Dried Fruits;
- Nuts;
- Beverages;
- Food Ingredients;
- Bakery Ingredients;
- FMCG Food Products;
- Food Packaging;
- Private Label Products; and
- Custom Sourcing Solutions.

The publication of any product, category, description, image, specification, or related information on this Website shall not constitute a legally binding offer to sell.

The Company reserves the right, at its sole discretion, to:

- introduce new products;
- modify existing product categories;
- replace products;
- suspend product availability;
- discontinue products; or
- adjust product specifications.

Such changes may be made at any time without prior notice where permitted by applicable law.

12. Product Categories

The Company continuously develops and expands its product portfolio in response to:

- market conditions;
- customer requirements;
- supplier availability;
- international trade opportunities;
- regulatory developments; and
- commercial considerations.

Product categories displayed on this Website are provided solely for general informational purposes.

The Company does not warrant or guarantee the continuous availability of any particular:

- product;
- product category;
- variety;
- brand;
- supplier;
- country of origin;
- specification;
- packaging format; or
- certification.

Product availability may depend upon various factors, including:

- seasonal production;
- harvest conditions;
- market demand;
- supplier capacity;
- inventory levels;
- transportation availability;
- customs requirements; and

- applicable regulatory obligations.

13. Procurement Services

Blue Pure Roots provides professional sourcing and procurement solutions designed to support commercial customers, including:

- distributors;
- wholesalers;
- retailers;
- hospitality operators;
- restaurants;
- hotels;
- catering companies;
- food manufacturers; and
- institutional buyers.

Procurement services may include, without limitation:

- Strategic Sourcing;
- Supplier Identification;
- Global Procurement;
- Contract Procurement;
- Vendor Qualification;
- Price Negotiation;
- Supply Chain Coordination;
- Logistics Coordination;
- Consolidation Services;
- Documentation Support;
- Customs Coordination;
- Cold Chain Coordination;
- Product Inspection;
- Quality Verification; and
- Market Intelligence.

The Company shall perform procurement services using commercially reasonable skill, care, and diligence.

Unless expressly agreed otherwise in writing, the Company does not guarantee that:

- every requested product can be sourced;
- every requested supplier will be available;
- specific origins can always be provided;
- requested prices can always be achieved; or
- market conditions will remain unchanged.

14. Global Sourcing

Blue Pure Roots maintains commercial relationships with:

- growers;
- farmers;
- producers;
- manufacturers;
- exporters;
- distributors;
- logistics providers; and
- other commercial partners.

Supplier selection may consider factors including:

- product quality;
- food safety standards;
- production capacity;

- delivery performance;
- traceability systems;
- sustainability practices;
- ethical business conduct;
- regulatory compliance;
- commercial reliability; and
- financial stability.

The Company reserves the unrestricted right to:

- appoint suppliers;
- replace suppliers;
- suspend suppliers;
- discontinue supplier relationships; or
- select alternative sourcing channels.

Unless expressly agreed otherwise in writing, Customers shall have no contractual right to require sourcing from:

- a specific supplier;
- a specific manufacturer;
- a specific producer;
- a specific country of origin; or
- a specific supply chain partner.

15. Product Information

The Company endeavours to ensure that product information published on this Website is accurate and current at the time of publication.

Product information may include:

- product descriptions;
- technical specifications;
- photographs;
- nutritional information;
- dimensions;
- packaging details;
- storage requirements;
- country of origin;
- certifications; and
- availability information.

Such information is provided solely for general business and informational purposes.

The Company reserves the right to:

- update information;
- correct errors;
- modify specifications;
- replace descriptions; or
- withdraw information.

Customers remain solely responsible for verifying all relevant commercial specifications before placing any order.

16. Product Specifications

Unless expressly agreed otherwise in writing, all product specifications are approximate only.

Natural agricultural and food products may vary due to factors including:

- harvest conditions;
- climatic conditions;
- growing region;
- production methods;
- seasonal variations;

- biological characteristics; and
- natural differences between production batches.

Reasonable commercial variations relating to:

- size;
- colour;
- weight;
- shape;
- appearance;
- moisture content;
- maturity;
- texture; or
- similar characteristics

shall not constitute defects or non-conformity.

The Company shall supply Products in accordance with the specifications expressly agreed in the applicable commercial documentation.

17. Product Images

All photographs, illustrations, graphics, videos, and other visual materials displayed on this Website are provided solely for illustrative purposes.

Actual Products supplied may differ due to:

- packaging revisions;
- supplier changes;
- seasonal variations;
- country of origin;
- manufacturing updates;
- product improvements; or
- photographic and display conditions.

Unless expressly incorporated into a written commercial agreement, Website images shall not constitute:

- contractual specifications;
- product warranties;
- quality guarantees; or
- binding representations.

18. Product Availability

Product availability may depend upon factors beyond the Company's reasonable control, including:

- seasonal production;
- agricultural conditions;
- crop yields;
- supplier inventory;
- production capacity;
- transportation availability;
- customs procedures;
- governmental regulations;
- international sanctions;
- adverse weather conditions; and
- force majeure events.

The Company does not guarantee uninterrupted availability of any product.

Where commercially reasonable, the Company may propose:

- alternative products;
- substitute specifications;
- alternative origins; or

- equivalent solutions,

subject to Customer approval where required.

19. Product Certifications

Where applicable, Products may be accompanied by recognised certifications, including:

- HACCP;
- ISO Standards;
- GlobalG.A.P.;
- Halal Certification;
- Organic Certification;
- BRCGS;
- FSSC 22000;
- Health Certificates;
- Phytosanitary Certificates; and
- Certificates of Origin.

Certification requirements may vary depending upon:

- product category;
- supplier;
- country of origin;
- destination market;
- customer requirements; and
- applicable regulations.

The availability of any certification shall not be presumed unless expressly confirmed by the Company in writing.

The Company does not warrant that every Product will carry every certification listed above.

20. Product Samples

Subject to availability, the Company may provide Product samples solely for evaluation, testing, or approval purposes.

Unless expressly agreed otherwise in writing:

- samples are provided for reference purposes only;
- samples may not represent an entire production batch;
- samples do not create any express or implied warranty;
- approval of a sample does not guarantee identical future production; and
- final commercial deliveries may vary within commercially acceptable tolerances.

The Company reserves the right to charge the requesting party for reasonable costs associated with samples, including:

- sample preparation;
- packaging;
- freight;
- customs charges;
- laboratory testing;
- inspection fees; and
- other related expenses.

Provision or approval of samples shall not create any obligation to purchase, supply, or continue any commercial relationship unless expressly agreed in writing.

21. Private Label & OEM Services

Blue Pure Roots Foodstuff Trading LLC ("Blue Pure Roots" or the "Company") may provide private label, original equipment manufacturer (OEM), white-label, and customised sourcing solutions to eligible commercial customers.

Such projects may include, without limitation:

- product development;

- customised packaging solutions;
- private brand sourcing;
- contract manufacturing coordination;
- supplier coordination;
- product adaptation; and
- market-specific product solutions.

All private label and OEM projects shall remain subject to:

- minimum order quantities;
- supplier approval;
- production capacity;
- product feasibility;
- packaging approval;
- artwork approval;
- regulatory compliance;
- quality requirements; and
- commercial viability.

Unless expressly agreed otherwise in writing:

- Customer trademarks;
- logos;
- brand names;
- artwork;
- packaging designs;
- intellectual property; and
- proprietary materials

shall remain the exclusive property of their respective owners.

The Company reserves the right to reject any private label or OEM project where it determines that such project is:

- commercially impracticable;
- technically unfeasible;
- legally restricted;
- inconsistent with regulatory requirements; or
- unsuitable for the Company's business standards.

22. Packaging and Labelling

Packaging and labelling requirements may vary depending upon:

- customer requirements;
- destination market;
- applicable legislation;
- supplier capabilities;
- transportation methods;
- storage requirements;
- product characteristics; and
- regulatory obligations.

Customers are solely responsible for ensuring that requested:

- labels;
- translations;
- product claims;
- nutritional information;
- declarations;
- packaging content; and
- market-specific requirements

comply with all applicable laws and regulations in the destination country.

Unless expressly agreed otherwise in writing, the Company shall not be responsible for:

- customer-provided translations;
- inaccurate regulatory information;
- incorrect product claims;
- non-compliant labels;
- customer-designed packaging errors; or
- regulatory failures caused by Customer instructions.

23. Sustainability Products

The Company supports responsible sourcing practices and may offer products associated with recognised sustainability, environmental, ethical, or social responsibility standards.

Such products may include consideration of:

- sustainable agriculture;
- responsible sourcing;
- environmental practices;
- ethical supply chains;
- animal welfare standards;
- traceability systems;
- responsible production methods; and
- recognised certifications.

Availability of sustainability-related Products depends upon:

- supplier participation;
- certification availability;
- production capacity;
- regulatory requirements;
- market conditions; and
- commercial feasibility.

Any statement relating to sustainability, environmental performance, ethical sourcing, or certification shall not constitute a guarantee unless expressly confirmed in a written commercial agreement.

24. Quotations

All quotations, estimates, proposals, pricing schedules, and commercial offers issued by the Company are provided solely as invitations to negotiate unless expressly stated otherwise.

A quotation shall not constitute a legally binding offer unless expressly accepted by the Company through an authorised written confirmation.

Unless otherwise stated, quotations remain subject to:

- product availability;
- supplier confirmation;
- logistics availability;
- exchange-rate fluctuations;
- regulatory approvals;
- internal management approval;
- correction of errors; and
- final commercial confirmation.

The Company reserves the right to correct clerical, calculation, typographical, or administrative errors at any time before formal acceptance.

25. Validity of Quotations

Unless expressly stated otherwise in writing, quotations shall remain valid only for the period specified in the quotation document.

Where no validity period is stated, the Company reserves the right to:

- amend;

- withdraw;
- replace;
- suspend; or
- cancel

any quotation before written acceptance.

Quotation validity may be affected by changes in:

- supplier pricing;
- commodity markets;
- freight costs;
- insurance costs;
- currency exchange rates;
- customs duties;
- taxes;
- governmental charges; or
- other commercial conditions.

Any revised commercial conditions may require issuance of a new quotation.

26. Orders

Customers may submit purchase orders through approved communication channels, including:

- email;
- customer portals;
- procurement platforms;
- Electronic Data Interchange (EDI);
- written purchase orders; or
- other communication methods expressly approved by the Company.

Submission of a purchase order shall constitute an offer by the Customer to purchase Products or Services.

A submitted order shall not create a legally binding agreement unless and until accepted in writing by an authorised representative of the Company.

The Company reserves the right to:

- accept orders;
- reject orders;
- request clarification;
- suspend processing;
- modify commercial terms; or
- decline orders

at its sole discretion.

27. Order Acceptance

A legally binding commercial contract shall arise only upon written acceptance of an order by an authorised representative of the Company.

Acceptance may be evidenced by:

- Order Confirmation;
- Sales Confirmation;
- Commercial Invoice;
- Pro Forma Invoice;
- Shipment Confirmation; or
- executed written commercial agreement.

The following shall not constitute acceptance unless expressly confirmed in writing:

- automated acknowledgements;
- website notifications;
- receipt confirmations;

- preliminary discussions;
- quotations;
- correspondence; or
- internal processing communications.

The Company shall not be bound by any order until formal acceptance has been issued.

28. Order Amendments

Any request by a Customer to amend an order after submission or acceptance shall require the Company's prior written approval.

Approval may depend upon:

- supplier approval;
- production status;
- inventory availability;
- logistics arrangements;
- contractual commitments;
- additional costs;
- delivery implications; and
- regulatory considerations.

The Company shall have no obligation to accept amendments after order confirmation.

Where an amendment is accepted, the Company reserves the right to revise:

- pricing;
- delivery schedules;
- product specifications;
- packaging requirements;
- quantities; and
- other affected commercial terms.

29. Order Cancellation

Orders may only be cancelled with the Company's prior written consent.

Where cancellation is approved, the Customer may remain responsible for all reasonable costs and liabilities incurred by the Company, including:

- procurement costs;
- production costs;
- packaging costs;
- transportation expenses;
- logistics charges;
- inspection fees;
- warehousing costs;
- administrative expenses;
- supplier cancellation charges; and
- third-party costs.

The Company reserves the right to:

- deduct such amounts from payments already received; or
- recover such costs in accordance with applicable law.

Cancellation approval shall not constitute a waiver of any contractual rights or remedies available to the Company.

30. Minimum Order Quantities (MOQ)

Certain Products, Services, customised projects, and private label solutions may be subject to minimum order quantities ("MOQ").

Applicable MOQ requirements may vary depending upon:

- product category;

- supplier requirements;
- manufacturer requirements;
- country of origin;
- packaging configuration;
- production process;
- transportation method;
- storage requirements; and
- commercial considerations.

The Company reserves the right to:

- reject orders below applicable MOQ requirements;
- propose alternative quantities;
- renegotiate commercial terms; or
- decline projects that are commercially unsuitable.

Any waiver of MOQ requirements for a particular transaction shall not:

- create a continuing obligation;
- establish a precedent; or
- prevent the Company from enforcing MOQ requirements in future transactions.

Products & Commercial Terms

31. Prices

Unless expressly agreed otherwise in writing, all prices published on this Website are provided solely for general informational purposes and shall not constitute legally binding offers.

Product pricing may vary depending upon various commercial factors, including:

- product specifications;
- quantity ordered;
- packaging configuration;
- country of origin;
- seasonal availability;
- supplier pricing;
- transportation costs;
- exchange-rate fluctuations;
- customs duties;
- applicable taxes; and
- prevailing market conditions.

The Company reserves the unrestricted right to modify prices at any time before written acceptance of an order.

No price published on the Website, in marketing materials, or in preliminary communications shall create a binding obligation unless expressly confirmed in writing by an authorised representative of the Company.

32. Taxes, Duties and Government Charges

Unless expressly agreed otherwise in writing, all prices are exclusive of:

- value-added tax (VAT);
- customs duties;
- import charges;
- export duties;
- governmental fees;
- inspection fees;
- regulatory charges;
- withholding taxes; and
- any other applicable governmental costs or levies.

The Customer shall be solely responsible for all taxes, duties, charges, and regulatory costs arising in connection with:

- purchase of Products;
- importation;
- exportation;
- transportation;
- storage;
- customs clearance;
- resale; or
- distribution activities.

The Company shall not be responsible for changes in governmental charges, taxation requirements, or customs obligations imposed after quotation or order acceptance unless expressly agreed otherwise in writing.

33. Payment Terms and Full Payment Before Release

33.1 Full Payment Required

Unless mandatory applicable law requires otherwise or a written exception is expressly agreed for the relevant transaction by an authorised representative of the Company, the Customer must pay 100% of the total amount stated on the applicable invoice, including applicable taxes, delivery charges, and other expressly agreed charges, before the Products are released for collection, dispatch, or delivery.

33.2 No Standard Instalments, Credit, or Deferred Payment

Unless such a written exception is expressly agreed as described in Section 33.1, the Company does not offer instalment plans, partial-payment arrangements, open-account credit, payment after delivery, cash on delivery, payment after resale, or release against a deposit, payment promise, or partial payment as standard payment options. No prior course of dealing creates an entitlement to credit or deferred payment.

33.3 Accepted Payment Methods

The Customer shall use only a payment method expressly offered or approved by the Company for the relevant transaction and shall follow the Company's verified payment instructions.

33.4 Receipt and Verification of Funds

Payment is treated as received only when the funds have been credited to the Company's designated business account and verified by the Company, or when an expressly approved payment provider has completed settlement and the funds are available to the Company. A transfer instruction, screenshot, remittance advice, pending transaction, card authorisation, or unverified receipt is not, by itself, proof of cleared payment.

33.5 No Release Before Verification

The Company may hold the order and withhold release, collection, dispatch, delivery, or shipping documents while any amount remains outstanding, partially paid, pending, failed, unidentified, reversed, or unverified, subject to mandatory applicable law and the relevant written transaction terms.

33.6 Short Payments and Bank Charges

Any shortfall must be paid and verified before release. Bank, intermediary, currency-conversion, and payment-provider charges shall be allocated as stated in the applicable written transaction terms or, if not stated, as permitted by applicable law.

33.7 Payment-Fraud Prevention

The Customer must independently verify any change to the Company's bank details using previously verified contact details. The Company shall not be responsible for a payment made to an unauthorised account solely on the basis of purported instructions that have not been independently verified, except to the extent liability cannot lawfully be excluded.

33.8 No Implied Waiver

An invoice, partial payment, prior transaction, informal communication, or failure to enforce a payment term on an earlier occasion does not waive this Section or create a continuing exception. Any exception must satisfy Section 33.1.

33.9 Refunds, Reversals, and Chargebacks

Refunds, reversals, and chargebacks shall be handled in accordance with the applicable written transaction terms, payment-provider rules, and mandatory applicable law. Where legally permitted, the Company may investigate a disputed or reversed payment and suspend an order that has not yet been released while the issue is unresolved. Nothing in this Section excludes any non-waivable statutory right.

34. Currency

Unless expressly stated otherwise, all quotations, invoices, commercial documents, and payment obligations shall be issued in the currency specified by the Company.

Where commercial pricing is affected by foreign exchange movements, the Company reserves the right to adjust pricing before final order acceptance where currency fluctuations materially affect:

- procurement costs;
- supplier pricing;
- transportation costs;
- operational expenses; or
- commercial viability.

The Customer shall remain responsible for any bank charges, currency conversion costs, or payment-related expenses unless otherwise agreed in writing.

35. Outstanding Payments and Order Holds

Where the full invoiced amount has not been received and verified in accordance with Section 33, the Company may place the order on hold and withhold release, collection, dispatch, delivery, or shipping documents. The Customer must pay any outstanding balance before release. Cancellation, refunds, recovery of properly incurred costs, and other remedies shall be governed by the applicable written transaction terms and mandatory applicable law. The Company may exercise any other contractual or legal remedy available to it, subject to applicable law.

36. No Standard Trade Credit Facility

The Company does not provide trade credit, open-account terms, deferred payment, or post-delivery payment as a standard facility. Any exception must be expressly agreed in a written agreement for the specific transaction by an authorised representative of the Company and must comply with mandatory applicable law. No prior transaction, invoice, purchase order, or informal communication creates an entitlement to a credit facility. Any expressly approved exception may be subject to limits, security, review, suspension, or withdrawal as stated in the written agreement.

37. Retention of Title

Unless mandatory applicable law provides otherwise, legal ownership and title to Products supplied by the Company shall remain with the Company until the Company has received and verified full payment for those Products and any other amounts expressly payable for the same transaction. Until ownership transfers, the Customer shall, to the extent permitted by law, maintain the Products in appropriate condition, protect them against damage or deterioration, and not create any unlawful security interest or encumbrance over them. Retention of title does not alter the transfer of risk under the applicable written commercial agreement or agreed Incoterms® Rules.

38. Transfer of Risk

Unless otherwise agreed in writing or determined by the applicable Incoterms® rules, risk of loss, damage, deterioration, or destruction of Products shall transfer to the Customer at the point specified in the applicable commercial documentation.

Transfer of risk shall occur independently from transfer of ownership.

The Customer acknowledges that:

- risk transfer;
- delivery obligations;
- transportation responsibilities; and
- insurance obligations

may differ depending upon the agreed delivery terms.

39. Incoterms®

Unless expressly agreed otherwise in writing, international deliveries shall be interpreted in accordance with the latest edition of the Incoterms® Rules published by the International Chamber of Commerce (ICC).

Any agreed Incoterm shall apply only where expressly stated in:

- quotation documents;
- purchase orders;
- sales confirmations;
- commercial invoices;
- supply agreements; or
- other written commercial documentation.

The applicable Incoterm shall determine the allocation of responsibilities relating to:

- delivery obligations;
- transfer of risk;
- transportation;
- insurance;
- export clearance;
- import clearance;
- customs procedures; and
- cost allocation.

40. Inspection and Acceptance

The Customer shall inspect all Products immediately upon:

- delivery;
- collection; or
- receipt from the carrier.

The Customer shall verify:

- quantity;
- packaging;
- labelling;
- apparent condition;
- documentation; and
- compliance with agreed specifications.

Any claim relating to:

- shortages;
- visible damage;
- incorrect quantities;
- apparent defects; or
- delivery discrepancies

shall be submitted to the Company in writing without undue delay and, where reasonably practicable, before Products are:

- processed;
- modified;
- consumed;
- resold; or
- otherwise used.

Failure to provide timely written notice may constitute acceptance of the Products to the fullest extent permitted by applicable law.

41. Claims and Non-Conforming Products

Any claim relating to alleged non-conforming Products shall:

- be submitted in writing;
- identify the relevant order reference;

- specify product details;
- provide batch or lot information where available;
- include reasonable supporting evidence;
- include photographs or inspection reports where appropriate;
- allow the Company reasonable opportunity to investigate; and
- comply with any procedures specified in applicable commercial agreements.

The Company reserves the right to:

- inspect Products;
- request additional evidence;
- conduct investigations;
- appoint independent inspectors; and
- determine the appropriate commercial response.

Nothing contained in this Section shall create:

- additional warranties;
- unlimited liability;
- acceptance of defective claims; or
- obligations beyond those expressly agreed in writing or required under mandatory applicable law.

Delivery, Logistics & Food Safety

42. Delivery

Unless expressly agreed otherwise in writing, all delivery dates, estimated schedules, transit times, and expected arrival dates provided by the Company are estimates only and shall not constitute guaranteed delivery commitments.

The Company shall use commercially reasonable efforts to meet agreed delivery schedules; however, the Company shall not be liable for delays arising from circumstances beyond its reasonable control.

Delivery schedules may be affected by factors including, without limitation:

- supplier production schedules;
- agricultural conditions;
- availability of raw materials;
- transportation capacity;
- shipping delays;
- port congestion;
- customs clearance procedures;
- inspections;
- governmental restrictions;
- regulatory requirements;
- adverse weather conditions;
- labour shortages; and
- force majeure events.

Any delay in delivery shall not entitle the Customer to cancel an accepted order unless:

- expressly agreed in writing; or
- required under mandatory applicable law.

The Company shall communicate material delivery issues where commercially reasonable.

43. Shipping and Transportation

The Company may arrange transportation through independent third-party service providers, including:

- freight forwarders;
- shipping lines;
- airlines;
- courier companies;

- cold chain providers;
- logistics operators; and
- other transportation providers.

Unless otherwise agreed in writing, the selection of:

- transportation providers;
- shipping routes;
- logistics arrangements;
- shipment methods; and
- operational procedures

shall remain at the Company's reasonable commercial discretion.

The Company shall not be responsible for delays, losses, damages, or service interruptions caused by independent carriers or logistics providers, except to the extent such liability cannot legally be excluded.

Customers shall provide all information reasonably required to support successful transportation and delivery, including:

- delivery instructions;
- customs information;
- import documentation;
- contact details; and
- regulatory requirements.

44. Incoterms® and Delivery Obligations

International deliveries shall be governed by the Incoterms® Rule expressly stated in the applicable commercial documentation.

The applicable Incoterm shall determine the respective responsibilities of the Company and the Customer relating to:

- delivery obligations;
- transfer of risk;
- transportation arrangements;
- insurance responsibilities;
- export clearance;
- import clearance;
- customs procedures; and
- allocation of costs.

Where no Incoterm is expressly specified, delivery obligations shall be interpreted according to:

1. the applicable written commercial agreement;

2. the accepted purchase order;

3. the sales confirmation; or

4. other applicable commercial documentation.

The Customer acknowledges that international trade responsibilities vary depending upon the agreed delivery terms.

45. Customs and Import Compliance

The Customer shall remain solely responsible for complying with all import requirements applicable in the destination country unless expressly agreed otherwise in writing.

Customer responsibilities may include, without limitation:

- import licences;
- customs declarations;
- governmental approvals;
- health permits;
- product registrations;

- inspection requirements;
- payment of customs duties;
- taxes;
- import documentation; and
- other statutory obligations.

The Company may provide commercially reasonable documentation support where agreed; however, the Customer remains responsible for ensuring compliance with destination-country requirements.

The Company shall not be responsible for delays, detention, confiscation, rejection, or additional costs resulting from:

- Customer non-compliance;
- incorrect documentation;
- missing approvals;
- regulatory failures; or
- destination-country restrictions.

46. Export Compliance

The Company conducts international business activities in accordance with applicable export control laws, customs regulations, and international trade requirements.

The Company reserves the right to refuse, suspend, or terminate any transaction where it reasonably believes that the transaction may violate:

- export control legislation;
- sanctions regulations;
- embargo requirements;
- customs laws;
- anti-boycott regulations;
- trade restrictions; or
- other applicable legal obligations.

Customers shall cooperate fully with reasonable compliance requests, including providing:

- ownership information;
- end-user information;
- destination details;
- import documentation; and
- other information required for regulatory compliance.

47. Storage Requirements

Many Products supplied by the Company require specific storage conditions to preserve:

- quality;
- freshness;
- safety;
- shelf life; and
- product integrity.

Customers shall ensure that Products are stored in accordance with:

- applicable legislation;
- recognised industry standards;
- supplier instructions;
- temperature requirements;
- humidity requirements;
- hygiene standards;
- handling procedures; and
- product-specific storage conditions.

The Customer shall remain responsible for maintaining appropriate storage conditions after delivery or transfer of risk.

The Company shall not be liable for deterioration, loss of quality, contamination, or damage resulting from improper storage after such transfer.

47A. Collection of Paid Goods and Storage Charges

47A.1 Collection Deadline

Because of Dubai's high temperatures, cold-chain requirements, and limited storage capacity, the Customer must collect fully paid Products once the Company has confirmed in writing that they are ready for collection as soon as reasonably practicable and, unless otherwise agreed in writing, within eight (8) hours after that notice. Where applicable, the relevant storage area must be cleared and vacated no later than twenty-four (24) hours after the written confirmation, subject to the nature of the Products, the agreed collection arrangements, and mandatory applicable law.

47A.2 Delayed Collection

If the Customer cannot collect within the applicable deadline, the Customer must notify the Company promptly and request an extension. An extension is effective only when approved by the Company in writing.

47A.3 Storage and Handling Charges

Additional storage, refrigeration, electricity, handling, or related charges may apply only where the applicable rate and charging basis have been expressly disclosed to and agreed by the Customer in writing for the relevant transaction before the charges accrue. Where expressly agreed in writing, the storage rate may be AED 200 per hour. Charges shall begin only after the agreed collection deadline has expired and the Customer has been notified in writing of the applicable rate and basis. No undisclosed or retroactive storage charge shall be imposed.

47A.4 Food Safety and Suitable Storage

Any continued storage is subject to facility capacity and applicable hygiene, cold-chain, and food-safety requirements. The Company is not required to continue storage where it reasonably determines that doing so would be unsafe or unlawful. Nothing in this Section excludes any liability or duty that cannot lawfully be excluded.

47A.5 Written Confirmation

The collection deadline, any extension, and any applicable storage rate and charging basis must be recorded in the quotation, order confirmation, invoice, or a separate written agreement. Mandatory applicable law prevails.

48. Cold Chain Management

Where Products require refrigerated, chilled, or frozen transportation, the Company shall use commercially reasonable efforts to support maintenance of the required cold chain.

Cold chain management may involve:

- temperature-controlled transportation;
- approved logistics providers;
- appropriate packaging;
- monitoring procedures; and
- handling instructions.

The Customer acknowledges that temporary temperature variations may occur due to operational circumstances beyond the Company's reasonable control.

Customers shall:

- inspect temperature-sensitive Products immediately upon delivery;
- verify relevant documentation where applicable;
- maintain required storage conditions; and
- notify the Company promptly of suspected temperature-related issues.

Failure to provide timely notice may affect the Company's ability to investigate and assess any claim.

49. Product Traceability

The Company supports commercially reasonable traceability systems throughout its supply chain.

Where applicable, traceability information may include:

- batch numbers;
- lot numbers;

- production dates;
- expiry dates;
- country of origin;
- supplier identification;
- producer information;
- packing facility details;
- export documentation;
- health certificates; and
- related compliance records.

Customers shall maintain appropriate records where required under applicable food safety, regulatory, or commercial requirements.

The Company may cooperate with reasonable traceability, investigation, and recall procedures involving Products supplied by the Company.

50. Food Safety

The Company is committed to maintaining high standards of food safety throughout its:

- sourcing activities;
- procurement processes;
- supplier relationships;
- transportation arrangements;
- quality control procedures; and
- distribution activities.

Where applicable, Products may be sourced from suppliers operating under recognised food safety management systems, including:

- HACCP;
- ISO 22000;
- FSSC 22000;
- BRCS;
- GlobalG.A.P.;
- Halal Certification;
- Organic Certification; and
- other recognised standards.

The availability of certifications depends upon:

- supplier capability;
- product category;
- country of origin;
- destination requirements; and
- applicable regulations.

Nothing contained in this Section shall constitute a guarantee that every Product will carry every certification or compliance standard.

51. Product Recall

Where a Product recall becomes necessary due to:

- food safety concerns;
- regulatory requirements;
- legal obligations;
- supplier notifications; or
- governmental instructions,

the Company may initiate, coordinate, or cooperate with relevant parties, including:

- authorities;
- suppliers;
- manufacturers;

- logistics providers;
- Customers; and
- commercial partners.

Customers shall provide reasonable cooperation, including:

- identifying affected Products;
- suspending distribution where required;
- isolating inventory;
- preserving relevant records;
- providing traceability information; and
- following applicable recall instructions.

The Company shall take commercially reasonable steps to support an effective recall process.

52. Inspection, Quality Assurance and Food Defence

The Company may implement commercially reasonable quality assurance measures designed to protect:

- Product quality;
- food safety;
- supply chain integrity;
- traceability;
- authenticity; and
- consumer safety.

Such measures may include:

- supplier audits;
- product inspections;
- laboratory testing;
- quality verification;
- food defence procedures;
- food fraud prevention measures;
- documentation reviews; and
- compliance assessments.

Unless expressly agreed otherwise in writing, such measures shall not constitute a guarantee that Products are:

- completely free from defects;
- free from all risks;
- suitable for every market;
- compliant with every jurisdiction; or
- free from future quality issues.

Customers remain responsible for conducting any additional:

- inspections;
- laboratory testing;
- regulatory verification;
- market approvals; or
- quality assessments

required before placing Products into commercial circulation.

53. Acceptance of Delivery

The Customer shall inspect all Products immediately upon delivery, collection, or receipt from the carrier.

The Customer shall verify that:

- quantities correspond with the applicable commercial documentation;
- packaging is intact;
- labelling requirements are satisfied;
- Products appear to be in acceptable condition; and
- accompanying documentation is complete.

Acceptance of delivery shall not prejudice any rights relating to latent defects that:

- could not reasonably have been identified at the time of delivery; and
- are notified in accordance with applicable contractual requirements and applicable law.

The Customer shall provide reasonable cooperation to enable the Company to investigate any alleged non-conformity.

54. Returns

Unless otherwise required by mandatory applicable law or expressly agreed otherwise in writing, Products may not be returned without the Company's prior written authorisation.

Any return request shall be submitted in writing and shall include sufficient information for assessment, including:

- order reference;
- product description;
- product quantity;
- batch or lot number, where available;
- reason for return;
- delivery details; and
- supporting photographs, inspection reports, or other relevant evidence.

The Company may approve or reject any return request at its reasonable discretion.

Authorisation to return Products shall not constitute:

- an admission of liability;
- acceptance of a defect claim;
- waiver of contractual rights; or
- confirmation that Products were non-conforming.

Returned Products shall remain subject to inspection and verification by the Company.

55. Customer Complaints

The Company is committed to handling customer complaints fairly, efficiently, and in good faith.

Customers shall notify the Company promptly after becoming aware of any issue relating to:

- Products;
- Services;
- delivery;
- documentation;
- quality;
- quantity; or
- compliance matters.

Complaint notifications should include, where applicable:

- order details;
- product information;
- batch information;
- description of the issue;
- photographs;
- supporting documentation; and
- any relevant evidence.

The Company reserves the right to investigate each complaint before determining an appropriate commercial response.

Where reasonably requested, Customers shall:

- preserve Products in their original condition;
- prevent further use or distribution;
- maintain relevant records; and
- provide reasonable access for inspection.

56. Limited Product Warranty

Unless expressly agreed otherwise in writing, the Company warrants only that, at the time of delivery, Products shall substantially conform to the specifications expressly agreed in the applicable commercial documentation.

To the fullest extent permitted by applicable law, all other warranties, representations, conditions, guarantees, or terms, whether express or implied, are excluded.

Such excluded warranties may include, without limitation:

- merchantability;
- satisfactory quality;
- fitness for a particular purpose;
- suitability for a specific market;
- uninterrupted availability;
- non-infringement; or
- commercial expectations not expressly agreed.

Nothing in this Section shall exclude warranties or obligations that cannot lawfully be excluded under mandatory applicable law.

57. Limitation of Liability

To the fullest extent permitted by applicable law, the Company's total aggregate liability arising out of or relating to any commercial transaction shall not exceed the amount actually paid by the Customer for the Products or Services giving rise to the relevant claim.

The Company shall not be liable for any indirect, incidental, consequential, special, exemplary, or punitive damages, including without limitation:

- loss of profits;
- loss of revenue;
- loss of business opportunities;
- loss of contracts;
- loss of anticipated savings;
- loss of goodwill;
- business interruption;
- reputational damage;
- loss of market opportunity; or
- commercial losses arising from third-party relationships.

The Company shall not be responsible for losses arising from:

- Customer actions;
- improper storage;
- misuse of Products;
- unauthorised modifications;
- regulatory non-compliance by the Customer;
- third-party failures; or
- circumstances beyond the Company's reasonable control.

Nothing in these Terms shall exclude or limit liability where such exclusion or limitation is prohibited by mandatory applicable law.

58. Insurance

Unless expressly agreed otherwise in writing, the Company shall have no obligation to arrange:

- cargo insurance;
- transportation insurance;
- product liability insurance;
- storage insurance; or
- any other insurance coverage

on behalf of the Customer.

Where insurance arrangements are requested and accepted in writing:

- such insurance shall be arranged subject to availability;
- associated costs shall be borne by the Customer unless otherwise agreed; and
- coverage shall be subject to the applicable insurance policy terms.

Customers are responsible for maintaining appropriate insurance coverage relating to:

- transportation risks;
- storage risks;
- commercial liabilities;
- product handling;
- resale activities; and
- business operations.

59. Force Majeure

The Company shall not be liable for any delay, failure, interruption, or inability to perform its obligations where such circumstances result directly or indirectly from events beyond its reasonable control.

Force majeure events may include, without limitation:

- natural disasters;
- earthquakes;
- floods;
- storms;
- epidemics;
- pandemics;
- war;
- terrorism;
- civil unrest;
- governmental actions;
- sanctions;
- trade restrictions;
- labour disputes;
- transportation failures;
- port congestion;
- cyber incidents;
- utility failures;
- supplier disruptions; and
- other similar circumstances.

During the occurrence of a force majeure event:

- performance obligations may be suspended;
- delivery schedules may be extended;
- alternative arrangements may be considered; and
- neither party shall be liable for resulting delays to the extent permitted by law.

The affected party shall use commercially reasonable efforts to notify the other party where practicable.

60. Sanctions and Trade Compliance

The Customer represents, to the extent of its knowledge after reasonable enquiry, that neither the Customer nor any beneficial owner or party acting on its behalf is subject to sanctions or trade restrictions that would make the relevant transaction unlawful. The Customer shall promptly provide accurate ownership, end-user, destination, and transaction information reasonably requested for compliance screening. The Company may refuse, suspend, delay, or terminate a transaction where it reasonably believes that doing so is necessary to comply with applicable sanctions, export-control, anti-money-laundering, anti-bribery, customs, or other legal requirements. This Section supplements, and does not replace, Section 46.

61. Sustainability and Responsible Sourcing

The Company supports responsible business practices and encourages compliance with internationally recognised environmental, social, and governance (ESG) principles.

Where commercially practicable, supplier selection and sourcing decisions may consider:

- environmental responsibility;
- ethical sourcing practices;
- labour standards;
- human rights considerations;
- product traceability;
- animal welfare;
- sustainable agriculture;
- food safety standards; and
- responsible corporate governance.

The Company may evaluate suppliers and commercial partners based on commercially relevant sustainability considerations.

Nothing contained in this Section shall create a legally binding obligation unless expressly incorporated into a written commercial agreement.

62. Supplier Code of Conduct

The Company expects suppliers, manufacturers, contractors, logistics providers, and commercial partners to conduct their activities ethically, responsibly, and in compliance with applicable laws.

Commercial partners are expected to maintain appropriate standards relating to:

- legal compliance;
- anti-corruption;
- anti-bribery;
- anti-money laundering;
- human rights;
- fair labour practices;
- workplace health and safety;
- environmental protection;
- product quality;
- food safety;
- ethical business conduct; and
- commercial integrity.

The Company reserves the right to:

- evaluate supplier compliance;
- request relevant information;
- suspend business relationships; or
- terminate cooperation

where serious or repeated breaches of these standards are identified.

63. Business Continuity

The Company maintains commercially reasonable procedures designed to support continuity and resilience of its business operations.

Such procedures may include contingency planning relating to:

- supplier diversification;
- alternative sourcing channels;
- alternative logistics routes;
- inventory management;
- information technology systems;
- cybersecurity;
- emergency communications;
- disaster recovery; and

- operational resilience.

The Company continuously evaluates business continuity risks and may implement reasonable measures to minimise operational disruption.

However, implementation of business continuity measures shall not constitute a guarantee that:

- operations will never be interrupted;
- Products will always be available;
- supply chains will remain unaffected; or
- all commercial risks can be eliminated.

Website Use & Digital Services

64. Website Access

The Company grants Users a limited, non-exclusive, non-transferable, revocable licence to access and use this Website solely for lawful business, professional, and informational purposes.

Access to and use of this Website does not grant Users any ownership rights, intellectual property rights, or proprietary interests in:

- the Website;
- Website content;
- Company trademarks;
- Company databases;
- software;
- designs;
- digital assets; or
- any other Company property.

The Company reserves the right, at its sole discretion and where legally permissible, to:

- restrict access;
- suspend access;
- terminate access;
- modify Website functionality;
- remove content; or
- discontinue any Website service

where reasonably necessary to protect:

- the Company's legitimate business interests;
- security;
- intellectual property rights;
- confidential information;
- legal compliance obligations; or
- operational stability.

The Company does not guarantee that access to the Website will always be available, uninterrupted, or error-free.

65. Acceptable Use

Users shall access and use the Website responsibly, lawfully, and in accordance with these Terms.

Users shall not, directly or indirectly:

- use the Website for any unlawful purpose;
- violate applicable laws or regulations;
- misuse Website functionality;
- interfere with Website operation or security;
- upload or transmit viruses, malware, ransomware, spyware, malicious code, or harmful software;
- attempt unauthorised access to systems, servers, databases, networks, or restricted areas;
- conduct unauthorised penetration testing or security assessments;

- perform automated scraping, crawling, harvesting, extraction, or data mining without prior written approval;
- reproduce or exploit Website content for unauthorised commercial purposes;
- impersonate any person, company, or organisation;
- submit false, misleading, fraudulent, or inaccurate information;
- interfere with other Users' access to the Website;
- damage the Company's reputation, systems, or commercial interests; or
- use the Website in any manner inconsistent with these Terms.

The Company reserves the right to investigate suspected misuse and take appropriate measures, including:

- restricting access;
- suspending accounts;
- blocking technical access;
- removing content;
- reporting unlawful conduct; and
- pursuing available legal remedies.

66. User Accounts

Certain areas, services, portals, or digital functions of the Website may require Users to create an account or provide registration information.

Users are responsible for:

- maintaining confidentiality of login credentials;
- ensuring account information remains accurate and complete;
- updating information when necessary;
- preventing unauthorised access;
- protecting passwords and authentication details; and
- notifying the Company immediately of suspected security breaches.

Users shall be responsible for all activities conducted through their accounts unless unauthorised use resulted from circumstances beyond their reasonable control.

The Company may suspend, restrict, or terminate User accounts where it reasonably believes that:

- these Terms have been violated;
- fraudulent activity has occurred;
- security risks exist;
- inaccurate information has been provided; or
- continued access may harm the Company or other Users.

67. Intellectual Property Rights

Unless otherwise stated, all intellectual property rights relating to this Website and its contents are owned by, licensed to, or lawfully used by the Company.

Such intellectual property includes, without limitation:

- trademarks;
- trade names;
- logos;
- company names;
- brand elements;
- product names;
- domain names;
- software;
- source code;
- databases;
- website architecture;
- text;
- graphics;
- photographs;

- videos;
- audio materials;
- icons;
- layouts;
- designs;
- documents;
- downloadable materials; and
- all other digital content.

All intellectual property rights are protected under applicable United Arab Emirates laws, international intellectual property conventions, and other applicable legal protections.

No User shall acquire any:

- ownership rights;
- licence rights;
- commercial rights;
- reproduction rights; or
- exploitation rights

through access to or use of the Website unless expressly granted in writing by the Company.

68. Limited Licence

Subject to compliance with these Terms, Users may access, view, download, and print limited Website content solely for:

- internal business evaluation;
- legitimate commercial consideration; and
- non-commercial informational purposes.

Users shall not, without the Company's prior written consent:

- reproduce;
- copy;
- modify;
- adapt;
- distribute;
- publish;
- transmit;
- display publicly;
- license;
- sell;
- commercially exploit;
- reverse engineer;
- create derivative works from; or
- otherwise misuse

any Website content.

Any permitted use shall not:

- remove copyright notices;
- remove trademarks;
- alter ownership information;
- suggest unauthorised endorsement by the Company; or
- create any commercial rights beyond the limited permission granted.

69. User Submissions

Users may submit information, including:

- enquiries;
- requests for quotations;

- product specifications;
- documents;
- images;
- feedback;
- suggestions;
- business information; or
- other materials

through Website forms, portals, email channels, or other approved communication methods.

By submitting materials, Users represent and warrant that:

- they have the necessary rights and authority to submit such materials;
- the materials do not violate third-party rights;
- information provided is accurate to the best of their knowledge;
- submission complies with applicable laws; and
- submission does not contain unlawful or harmful content.

Unless otherwise agreed in writing, the Company may use submitted materials solely for legitimate business purposes, including:

- responding to enquiries;
- preparing quotations;
- evaluating business opportunities;
- providing requested services;
- improving customer experience;
- maintaining business records; and
- complying with legal obligations.

The Company does not acquire ownership of User intellectual property through submission unless expressly agreed otherwise in writing.

Confidential information shall be handled according to applicable confidentiality obligations and the Company's Privacy Policy.

70. Confidentiality

Users shall maintain confidentiality of any non-public information obtained through the Website or through communications with the Company.

Confidential Information may include, without limitation:

- pricing information;
- quotations;
- supplier information;
- customer information;
- procurement strategies;
- commercial plans;
- product specifications;
- technical documentation;
- business methods;
- trade secrets;
- contractual information; and
- other proprietary information.

Users shall not:

- disclose;
- reproduce;
- distribute;
- publish;
- misuse; or
- exploit

Confidential Information without prior written authorisation from the Company.

Confidentiality obligations shall not apply to information that:

- is publicly available through no breach of obligation;
- was lawfully known before disclosure;
- is received lawfully from an independent third party; or
- must be disclosed by law or governmental authority.

Where applicable, confidentiality obligations shall survive termination of any commercial relationship.

71. Website Security

The Company implements commercially reasonable administrative, technical, and organisational security measures designed to protect:

- Website availability;
- system integrity;
- information security;
- operational continuity; and
- user data.

However, no electronic system, website, server, network, or communication method can be guaranteed to be completely secure.

Accordingly, the Company does not warrant that:

- the Website will always remain secure;
- the Website will be uninterrupted;
- information transmission will always be error-free;
- unauthorised access can never occur; or
- all cybersecurity threats can be prevented.

Users are responsible for maintaining appropriate security measures on their own devices and systems, including:

- updated software;
- secure passwords;
- antivirus protection; and
- appropriate cybersecurity practices.

Users shall immediately notify the Company of any suspected security issue relating to the Website.

72. Monitoring and Enforcement

To the fullest extent permitted by applicable law, the Company reserves the right to monitor Website usage for legitimate purposes, including:

- maintaining security;
- preventing fraud;
- detecting unauthorised activities;
- investigating violations of these Terms;
- protecting intellectual property;
- ensuring legal compliance; and
- safeguarding Company interests.

Where the Company reasonably believes that a User has violated these Terms, it may take appropriate action, including:

- suspending or terminating Website access;
- disabling accounts;
- removing content;
- restricting technical access;
- blocking suspicious activity;
- reporting unlawful conduct to competent authorities; and
- pursuing civil, criminal, or other legal remedies.

The Company shall not be required to provide prior notice where immediate action is reasonably necessary to protect:

- security;
- legal rights;
- confidential information;
- Website integrity; or
- third-party interests.

73. Data Protection and Privacy

The Company is committed to protecting personal data and processing information responsibly in accordance with applicable data protection laws and regulations.

Personal data collected through this Website may be processed only for legitimate business purposes, including:

- responding to enquiries;
- providing requested information;
- preparing quotations;
- processing commercial transactions;
- managing customer and supplier relationships;
- maintaining business records;
- improving Website functionality;
- enhancing user experience;
- protecting Company assets and interests;
- preventing fraud and misuse; and
- complying with legal and regulatory obligations.

The Company may collect and process information including, where applicable:

- name and contact details;
- company information;
- business registration information;
- communication records;
- technical Website usage information;
- account information; and
- other information voluntarily provided by Users.

The Company shall implement commercially reasonable measures designed to protect personal data against:

- unauthorised access;
- misuse;
- loss;
- alteration;
- disclosure; or
- destruction.

Further information regarding data collection, processing, storage, disclosure, and protection is provided in the Company's Privacy Policy, which forms an integral part of these Terms by reference.

74. Cookies and Tracking Technologies

The Website may use cookies, web beacons, pixels, analytics technologies, and similar digital tools to improve Website performance, security, functionality, and user experience.

Such technologies may be used for purposes including:

- remembering User preferences;
- maintaining Website functionality;
- analysing Website traffic;
- monitoring performance;
- improving services;
- detecting fraudulent activity;
- enhancing cybersecurity;

- measuring marketing effectiveness; and
- supporting lawful commercial communications.

Cookies may be provided by:

- the Company;
- authorised service providers;
- analytics providers; or
- technology partners.

Users may manage or disable cookies through their browser settings.

However, disabling cookies may affect certain Website functions, features, or performance.

Where required by applicable law, the Company shall obtain appropriate consent before using non-essential cookies or tracking technologies.

75. Artificial Intelligence and Automated Services

The Company may use artificial intelligence ("AI"), machine learning systems, automation technologies, chatbots, translation tools, recommendation systems, analytics solutions, and other automated services to improve Website functionality and commercial operations.

AI-supported services may assist with:

- information presentation;
- customer communication;
- language translation;
- Website navigation;
- content optimisation;
- operational efficiency; and
- user experience improvements.

Users acknowledge that:

- AI-generated information may contain errors or limitations;
- automated outputs are provided for general informational purposes only;
- AI-generated content does not constitute professional advice; and
- commercial decisions should not be made solely based on automated outputs.

The Company does not warrant that AI-generated information will always be:

- complete;
- accurate;
- current;
- suitable for a specific commercial purpose; or
- free from technical limitations.

Users remain responsible for independently verifying information before relying upon it for:

- purchasing decisions;
- regulatory matters;
- customs procedures;
- financial decisions;
- legal matters; or
- commercial commitments.

76. Third-Party Websites and External Links

This Website may contain links to third-party websites, platforms, applications, social media channels, or external resources for convenience and informational purposes.

Third-party links may include resources relating to:

- suppliers;
- logistics providers;
- certification organisations;
- technology providers;

- business partners; or
- public information sources.

The Company does not control and does not assume responsibility for third-party:

- websites;
- content;
- availability;
- security;
- privacy practices;
- products;
- services;
- policies; or
- business activities.

Access to third-party websites shall be entirely at the User's own risk.

Users should review the applicable terms, privacy policies, and security practices of any third-party website before providing information or entering into transactions.

77. Website Availability

The Company endeavours to maintain reliable Website availability but does not guarantee uninterrupted access.

The Website may become unavailable, restricted, modified, or interrupted due to circumstances including:

- scheduled maintenance;
- emergency maintenance;
- software updates;
- system upgrades;
- cybersecurity incidents;
- technical failures;
- hosting problems;
- telecommunications failures;
- utility interruptions;
- third-party service failures;
- force majeure events; or
- circumstances beyond the Company's reasonable control.

The Company reserves the right to modify, suspend, replace, or discontinue any Website feature, service, or functionality at any time.

The Company shall not be liable for losses arising from:

- temporary Website interruption;
- technical difficulties;
- unavailable features;
- maintenance periods; or
- circumstances outside its reasonable control.

78. Electronic Communications

By communicating with the Company electronically, Users acknowledge and agree that electronic communications may be used for legitimate business purposes.

Electronic communications may include:

- emails;
- Website contact forms;
- customer portals;
- electronic quotations;
- order confirmations;
- invoices;
- notifications;
- commercial correspondence; and

- digital documentation.

Users agree that electronic communications may satisfy legal requirements for written communication to the extent permitted by applicable law.

Users are responsible for ensuring that contact details provided to the Company remain accurate and operational.

The Company shall not be responsible for delays or failures caused by:

- incorrect contact information;
- User email systems;
- internet failures;
- spam filters;
- technical interruptions; or
- circumstances beyond reasonable control.

79. Electronic Signatures and Digital Transactions

Where permitted under applicable law, the Company may use and accept:

- electronic signatures;
- digital approvals;
- electronic purchase orders;
- scanned signatures;
- electronic contracts;
- digital confirmations; and
- other electronic authentication methods.

Electronic documents and approvals may have the same legal effect as handwritten signatures where recognised by applicable law.

The Company reserves the right to request original signed documents where reasonably required for:

- legal purposes;
- banking requirements;
- customs procedures;
- regulatory compliance;
- audit requirements; or
- commercial verification.

Users acknowledge that electronic transactions may create legally binding obligations where accepted in accordance with applicable commercial procedures.

80. Export Control and International Trade Compliance for Digital Enquiries

Information submitted through the Website, including quotation requests, customer registrations, and product enquiries, may be reviewed for export-control, sanctions, customs, anti-money-laundering, anti-bribery, and other applicable compliance requirements. Users shall provide accurate information reasonably requested for that purpose and shall not submit a request for a transaction that they know or reasonably should know is prohibited by applicable law. The Company's transaction-screening rights and the Customer's related obligations are set out in Sections 46 and 60. This Section does not create a separate payment, delivery, or trade-compliance regime.

81. Cybersecurity

Users shall not attempt to compromise the security, availability, or integrity of the Website or related systems.

Prohibited activities include, without limitation:

- hacking;
- phishing;
- credential theft;
- malware distribution;
- ransomware attacks;
- denial-of-service attacks;
- unauthorised penetration testing;
- vulnerability exploitation;

- reverse engineering;
- unauthorised database access;
- interference with Website infrastructure; and
- attempts to bypass security controls.

Users shall not:

- introduce harmful code;
- access restricted areas without permission;
- interfere with other Users;
- monitor systems without authorisation; or
- attempt to extract protected information.

The Company reserves the right to investigate suspected cybersecurity incidents and cooperate with:

- governmental authorities;
- regulatory bodies;
- cybersecurity specialists; and
- law enforcement agencies.

Where necessary, the Company may take immediate protective measures without prior notice.

82. Entire Agreement and Survival

These Website Terms & Conditions, together with all documents expressly incorporated by reference, constitute the entire agreement governing access to and use of the Company's Website.

They supersede all previous:

- Website terms;
- statements;
- communications;
- representations;
- understandings; and
- arrangements

relating specifically to Website access and usage.

If any provision of these Terms is determined by a competent court or authority to be:

- invalid;
- unlawful;
- void; or
- unenforceable,

such provision shall be interpreted or modified to the minimum extent necessary to make it enforceable, where legally permitted.

The remaining provisions shall continue in full force and effect.

Provisions intended by their nature to survive termination or expiry shall remain effective, including provisions relating to:

- intellectual property rights;
- confidentiality;
- limitation of liability;
- dispute resolution;
- governing law;
- data protection;
- compliance obligations;
- indemnification; and
- payment obligations.

These Terms shall remain effective until amended, replaced, or withdrawn by the Company.

Legal Provisions

83. Governing Law

These Website Terms & Conditions, including any dispute, claim, controversy, or non-contractual obligation arising out of or relating to these Terms, shall be governed by and interpreted in accordance with the laws of the United Arab Emirates and, where applicable, the laws and regulations of the Emirate of Dubai.

The application of conflict-of-law principles that would result in the application of another jurisdiction's laws shall be excluded to the fullest extent permitted by applicable law.

Nothing contained in these Terms shall restrict or exclude:

- mandatory legal rights;
- statutory protections;
- regulatory obligations; or
- legal requirements

that cannot lawfully be excluded under applicable legislation.

84. Dispute Resolution

The Company is committed to resolving disputes in a professional, efficient, and commercially reasonable manner.

In the event of any dispute, claim, disagreement, or controversy arising from or relating to these Terms, the parties shall first attempt to resolve the matter through good-faith discussions and written communication.

Where a dispute cannot be resolved amicably within a reasonable period, either party may refer the matter to the competent courts of:

Dubai, United Arab Emirates

unless the parties expressly agree otherwise in writing.

Nothing in this Section shall prevent the Company from seeking urgent legal remedies, including:

- interim relief;
- injunctive relief;
- protective measures;
- preservation orders; or
- other urgent remedies

before any competent court where necessary to protect:

- intellectual property rights;
- confidential information;
- Company assets;
- business interests; or
- legal rights.

85. Severability

If any provision, clause, or part of these Terms is determined by a competent court, tribunal, or authority to be:

- invalid;
- unlawful;
- void;
- prohibited; or
- unenforceable,

such provision shall be interpreted, limited, or modified to the minimum extent necessary to make it valid and enforceable where legally permitted.

If such modification is not legally possible, the affected provision shall be deemed severed from these Terms.

The invalidity or unenforceability of any provision shall not affect:

- the validity of the remaining provisions;
- the enforceability of the remaining obligations; or
- the overall purpose and commercial intention of these Terms.

The parties intend that any invalid provision shall, where possible, be replaced with a valid provision achieving substantially the same commercial purpose.

86. Waiver

No failure, delay, or partial exercise by the Company of any right, remedy, power, or privilege under these Terms shall constitute:

- a waiver of that right;
- a limitation of future enforcement;
- acceptance of any breach; or
- loss of any legal remedy.

Any waiver shall only be effective if:

- expressly made in writing; and
- signed by an authorised representative of the Company.

A waiver relating to a specific breach, event, or circumstance shall not constitute a waiver of:

- future breaches;
- continuing breaches; or
- any other rights available to the Company.

87. Assignment

The Company may, without requiring User consent where legally permissible:

- assign;
- transfer;
- subcontract;
- delegate;
- novate; or
- otherwise dispose of

its rights and obligations under these Terms to:

- affiliates;
- successors;
- purchasers of business assets;
- corporate entities within the same group; or
- authorised third parties.

Any such transfer shall not materially reduce the legal protections provided under these Terms.

Users shall not assign, transfer, delegate, subcontract, or otherwise dispose of any rights or obligations arising under these Terms without the Company's prior written consent.

Any attempted assignment by a User without required approval shall be void to the fullest extent permitted by applicable law.

88. Amendments

The Company reserves the right to amend, update, modify, replace, or supplement these Website Terms & Conditions at any time.

Changes may be made to reflect:

- legal or regulatory developments;
- changes in business operations;
- improvements to Website functionality;
- commercial requirements;
- security considerations; or
- corporate governance requirements.

The updated version shall become effective upon publication on the Website unless a different effective date is expressly stated.

Users are encouraged to review these Terms periodically.

Continued access to or use of the Website after publication of updated Terms shall constitute acceptance of the revised Terms to the extent permitted by applicable law.

89. Notices

Any legal notice, request, communication, or formal correspondence relating to these Terms shall be provided in writing unless otherwise required by applicable law.

The Company may provide notices through:

- publication on the Website;
- electronic mail;
- customer portals;
- business communication platforms;
- courier services;
- registered correspondence; or
- other commercially reasonable communication methods.

Users shall ensure that all contact information provided to the Company remains accurate and current.

A notice shall be deemed received:

- upon successful electronic transmission;
- upon delivery confirmation;
- upon publication where Website notice is legally sufficient; or
- at the time otherwise recognised under applicable law.

90. No Third-Party Rights

Unless expressly required by mandatory applicable law, these Terms are intended solely for the benefit of:

- the Company; and
- the User accessing or using the Website.

No third party shall have any right, claim, benefit, or remedy under these Terms solely because such third party may:

- receive information from the Website;
- interact with the Company;
- provide services to the Company; or
- have a commercial relationship with the User.

Nothing in this Section shall affect rights expressly granted to third parties under:

- separate written agreements;
- applicable legislation; or
- legally binding commercial arrangements.

91. Final Provisions

These Website Terms & Conditions constitute the complete legal framework governing access to and use of the official Website of:

Blue Pure Roots Foodstuff Trading LLC

They are intended to promote:

- lawful international trade;
- responsible business conduct;
- commercial transparency;
- legal certainty;
- protection of Company interests; and
- professional relationships with Users, customers, suppliers, and business partners.

Section headings are included solely for convenience and shall not affect interpretation.

References to laws and regulations include:

- amendments;
- replacements;

- consolidations;
- re-enactments;
- successor legislation; and
- related regulatory requirements.

These Terms shall remain effective until:

- amended;
- replaced;
- withdrawn; or
- superseded by a later published version.

By accessing or using this Website, each User confirms that they:

- have read these Terms;
- understand their contents;
- agree to comply with them; and
- accept that these Terms form the legal framework governing Website use.