BALAM - Information Document

Who We Are

BALAM is a digital platform created with a simple goal: to make local discovery reliable.
In a context where online reviews are often manipulated, random, or devoid of context, BALAM selects, organizes, and presents real local businesses through a curated and verified system.The project was born in the Riviera Maya, starting with Cozumel, with the intention of gradually expanding city by city, always maintaining a local and human approach.

BALAM is not a marketplace, it is not an automatic aggregator, and it is not a traditional advertising platform. It is a digital editorial space where businesses are presented in a clear, legible, and consistent manner, allowing users to choose with confidence.

Our Mission

To create a reliable digital reference point for those who live in or visit a place. BALAM aims to replace uncertainty with trust: less random searching, more informed discovery. We believe that a local business should not compete for visibility through opaque algorithms or aggressive advertising, but through quality, clarity, and a consistent presence.

How We Work

Business Selection

Businesses listed on BALAM are not automatically listed.
Each business is registered through a direct request and verified before publication.

Information Structure

Each listing is designed to be readable and comparable:
- essential information
- services offered
- verified contacts
- visual content
- real location

The platform prioritizes clarity and consistency over quantity of content.

Presence Levels

BALAM offers different levels of presence within the platform.
The difference is solely in the amount of information and tools available on the listing, not in its veracity or manipulated priority in the results.

For Users

BALAM does not sell products or manage direct bookings.
The platform connects people and businesses, leaving all commercial agreements directly between the parties.

The goal is to provide reliable information, not to broker relationships.

For businesses

Registering on BALAM means gaining a structured and readable digital presence, designed to be quickly understood by locals and travelers.

The platform does not guarantee traffic volumes, customers, or specific financial results.
It offers organized visibility, not advertising promises.

Independence

BALAM maintains an editorial stance. Joining the platform does not imply absolute qualitative approval or official certification of the business. The information published comes from the businesses themselves and is presented in good faith.

Limitation of Liability

BALAM:
- is not a party to transactions between users and businesses
- is not responsible for services offered by businesses
- does not guarantee availability, prices, or quality of services
- does not process payments between users and businesses

All commercial relationships are directly between customers and businesses.

Content and Updates

Businesses are responsible for the accuracy of the data provided.
BALAM may modify, suspend, or remove inconsistent or outdated content to maintain the consistency of the platform.

Project Evolution

BALAM is a project in continuous development.
Features, structure, and usage may evolve over time to improve clarity and user experience.

Contacts

For requests, corrections, or reports, you can contact the team through the official channels on the site.