

Privacy Policy

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Introduction

This AmDaSa Privacy Policy (“Privacy Policy”) describes the types of personal information about a visitor (“visitor” or “you”) to the website <https://amdaesa.ae/> (“Website”) (that personal information is “Personal Data”) that AmDaSa DMCC (“Company”, “we”, “us”) may collect or that you may provide in your visit to the Website. This Privacy Policy also sets out our practices for collecting, using, maintaining, protecting, and disclosing that Personal Data.

This Privacy Policy applies to Personal Data and information (“Data”) we collect:

- On the Website.
- In email and other electronic messages between you and this Website.
- When you use any of our products or services that are linked to this Privacy Policy

It does not apply to personal or other information collected by:

- Us offline or through any other means; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or through the Website; or
- Any materials, data, or information, including images, business related data, employee and agent data, third-party information and data, the display of purchases and communications with others, and related matters and including any personal information in such materials, data, or information, that you provide to the AmDaSa.

Please read this Privacy Policy carefully to understand our policies and practices regarding Personal Data. By accessing the Website or submitting any Personal Data to us, you agree to be bound by this Privacy Policy. This Privacy Policy may change from time to time (see **Changes to Our Privacy Policy**). Your continued use of our Website after we make changes is deemed to be acceptance of those changes, so please check the Privacy Policy periodically for updates.

Information We Collect About You and How We Collect It

When you visit our Website, we collect certain Personal Data and other information (collectively, "Data"). "Personal Data" means information relating to you from which you can be identified, directly or indirectly. The Data we may collect when you visit our Website includes:

- Your full name, email address, phone number.
- Information about your organization.
- Information about your internet connection, including your IP address, the equipment you use to access our Website, and usage details.

We collect Data:

- Directly from you when you provide it to us.
- Automatically as you navigate through our Website.

Data You Provide to Us

The Data you provide to us may include:

- Information that you provide by filling in forms on our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your search queries on the Website.

Data We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we, and our third party providers, may use automatic data collection technologies to collect and record certain Data about your visits, such as traffic data (including the time and date that you visited), your location data, logs, and other communication data, and the resources that you access and use on the Website.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. Most browsers accept cookies automatically but allow you to disable them. However, if you disable cookies you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. For more information about cookies visit <https://www.allaboutcookies.org>.
- Web Beacons. Pages of our Website may contain small electronic files known as web beacons (also referred to as clear gifs) that permit us, for example, to count users who have visited those pages and for other related website statistics (for

example, recording the popularity of certain website content and verifying system and server integrity).

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services.

We use the Data we collect automatically for statistical analysis, research, and improving our Website and services, including by enabling us to:

- Estimate our audience size and usage patterns.
- Speed up your searches.
- Recognize you when you return to our Website.

The use of this Data is called “analytics”. Often Data used for analytics is aggregated.

How We Use Your Information

We use Data, including Personal Data:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- For analytics.
- To fulfill any other purpose for which you provide it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you.

Disclosure of Your Information

We may disclose Personal Data:

- To our subsidiaries and affiliates.

- To service providers, contractors, agents, and other third parties (“Providers”) we use to support our business and with some we have contracts. When we employ Providers to perform a function of this type, we only provide them with the Personal Data and information they need to perform their specific function, and we do not authorize these Providers to use or disclose your Personal Data except as necessary to perform the tasks we have asked them to do for us or to comply with legal requirements.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information as required by law or if we in good faith believe necessary:

- to comply with any court order, law, or legal process, including to respond to and cooperate with any government or regulatory request or investigation.
- To enforce or apply our Terms of Professional Services and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our Providers, our customers, or others.

Your Personal Data Rights

You have rights regarding the Personal Data we have about you.

You may object to, or restrict, our collection, use, sharing, transfer and/or storage of your personal information. You may send us an email at info@amdasae.ae to request access to, correct, or delete your Personal Data. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Your Choices and Rights

Promotional Offers from the Company. If you do not wish to have your email address/contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to info@amdasae.ae. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.

Cookies. To manage or delete browser cookies, please see your browser's privacy settings.

Global Privacy Control. Some browsers and browser extensions support the Global Privacy Control (“GPC”) that can send a signal to the websites you visit indicating your choice to opt-

out from certain types of data processing, including data "sales" as defined under certain laws. In certain territories, when we detect such a signal, we will make reasonable efforts to respect your choices indicated by a GPC setting as required by applicable law.

Do Not Track. Some browsers include a "Do Not Track" (DNT) setting that can send a signal to the websites you visit indicating you do not wish to be tracked. Unlike the GPC described above, there is not a common understanding of how to interpret the DNT signal; therefore, our Website does not respond to browser DNT signals. Instead, you can use the range of other tools to control data collection and use, including the cookie controls and advertising controls described above.

GDPR Privacy

Legal Basis for Processing Personal Data under GDPR.

We may process Personal Data under the following conditions:

Consent. You have given your consent for processing Personal Data for one or more specific purposes.

Performance of a contract. Provision of Personal Data is necessary for the performance of an agreement with you and/or for any pre-contractual obligations thereof.

Legal obligations. Processing Personal Data is necessary for compliance with a legal obligation to which the Company is subject.

Vital interests. Processing Personal Data is necessary in order to protect your vital interests or of another natural person.

Public interests. Processing Personal Data is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Company.

Legitimate interests. Processing Personal Data is necessary for the purposes of the legitimate interests pursued by the Company.

In any case, the Company will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Your Rights under the GDPR

The Company undertakes to respect the confidentiality of your Personal Data and to guarantee You can exercise Your rights.

You have the right under this Privacy Policy, and by law if you are within the EU, to:

Request access to your Personal Data. The right to access, update or delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly. If you are unable to perform these actions yourself, please

contact us to assist you. This also enables you to receive a copy of the Personal Data we hold about you.

Request correction of the Personal Data that we hold about you. You have the right to have any incomplete or inaccurate information we hold about you corrected.

Object to processing of your Personal Data. This right exists where we are relying on a legitimate interest as the legal basis for our processing and there is something about your particular situation, which makes you want to object to our processing of your Personal Data on this ground. You also have the right to object where we are processing your Personal Data for direct marketing purposes.

Request erasure of your Personal Data. You have the right to ask us to delete or remove Personal Data when there is no good reason for us to continue processing it.

Request the transfer of your Personal Data. We will provide to you, or to a third-party you have chosen, your Personal Data in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw your consent. You have the right to withdraw your consent on using your Personal Data. If you withdraw your consent, We may not be able to provide you with access to certain specific functionalities of the Service.

Exercising of your GDPR Data Protection Rights

You may exercise your rights of access, rectification, cancellation and opposition by contacting us. Please note that we may ask you to verify your identity before responding to such requests. If you make a request, we will try our best to respond to you as soon as possible.

You have the right to complain to a Data Protection officer about our collection and use of your Personal Data. For more information, if you are in the European Economic Area (EEA), please contact your local data protection authority in the EEA.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: info@amdasae.ae.