

## ZAWDEH DMCC PRIVACY POLICY

### 1. INTRODUCTION

- 1.1 Zawdeh DMCC ("we") are committed to protecting and respecting your privacy.
- 1.2 This policy (together with our [terms of use](#) and any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.
- 1.3 Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.zawdeh.com](http://www.zawdeh.com) you are accepting and consenting to the practices described in this policy.

### 2. INFORMATION WE MAY COLLECT FROM YOU

- 2.1 We may collect and process the following data about you:
  - 2.1.1 Information you give us. You may give us information about you by filling in forms on our site [www.zawdeh.com](http://www.zawdeh.com) ("our site") or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our site, subscribe to our service, contact our partners & members to inquire about a product or service, subscribe to our newsletter and when you report a problem with our site. The information you give us may include your company name, primary contact person, e-mail address, phone number, company website, company location, number of employees, nature of business, copy of your trade license and financial and credit card information.
  - 2.1.2 Information we collect about you. With regard to each of your visits to our site we may automatically collect the following information:
    - (i) technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
    - (ii) information about your visit, including the full Uniform Resource Locators ("URL") clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.
  - 2.1.3 Information we receive from other sources. We may receive information about you if you use any of the other websites we operate or the other services we provide. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

### 3. SESSION COOKIES

- 3.1 Our website uses session cookies to distinguish you from other users of our website. We may obtain information about your general internet usage by using a session cookie file which is stored on the server and is deleted as soon as you close the browser.
- 3.2 Session cookies help us providing you with a good experience when you browse our site and also allows us to improve our site and to deliver a better and more personalised service. They enable us:
- (i) to estimate our audience size and usage pattern by using google analytics;
  - (ii) to temporarily store information about your preferences, and so allow us to customise our site according to your individual interests;
  - (iii) to speed up your searches and
  - (iv) to recognise you when you return to our site.
- 3.3 Please note that our advertisers may also use cookies, over which we have no control.

### 4. THIRD PARTY SERVICES

- 4.1 We also use other analytics tools provided by Google or other similar providers. Analytics tools serve cookies through our products or website and collect aggregated data on an anonymized basis about users and visitors' use of the product or website. The data collected enables us to understand aggregated user or visitor activity and how we may improve our product or website offering. This data is collected and used on an anonymised, aggregated basis only and does not enable any user or visitor to be personally identified.
- 4.2 In addition, we may also use marketing automation tools. These companies serve cookies to profile users or visitors' interests and activity. We use data collected through these cookies to serve users or visitors with information, new articles and advertising tailored to their specific needs and requirements. This data is collected on an anonymised basis, except where users or visitors have previously registered to receive marketing communications from us or subsequently choose to do so. Where this is the case, cookies set may enable us to identify the user or visitor. Where visitors have registered to receive marketing communications from us, we use the tools provided by these companies to send targeted e-mail marketing and track the effectiveness of our e-mail campaigns.

### 5. WHERE WE STORE YOUR PERSONAL DATA

- 5.1 The data that we collect from you may be transferred to, and stored at, a destination outside the Middle East. It may also be processed by staff operating outside the Middle East who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, sending you relevant information when new products are posted on the site and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.
- 5.2 All information you provide to us is stored on our secure servers. Unfortunately, the

transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## 6. USES MADE OF THE INFORMATION

### 6.1 We use information held about you in the following ways:

#### 6.1.1 Information you give to us. We will use this information:

- (i) to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- (ii) to provide you with information about other products and services we offer that are similar to those that you have already purchased or enquired about;
- (iii) to notify you about changes to our service;
- (iv) to ensure that content from our site is presented in the most effective manner for you and for your computer; and
- (v) we may also use your data, or permit selected third parties to use your data, to provide you with information about goods or services we feel may interest you. If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data.

#### 6.1.2 Information we collect about you. We will use this information:

- (i) to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- (ii) to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- (iii) to allow you to participate in interactive features of our service, when you choose to do so;
- (iv) as part of our efforts to keep our site safe and secure;
- (v) to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;

- (vi) to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

6.1.3 Information we receive from other sources. We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

## 7. DISCLOSURE OF YOUR INFORMATION

7.1 We may share your personal information with any member of our group, which means our subsidiaries and affiliates, our ultimate holding company and its subsidiaries.

7.2 We may share your information with selected third parties including:

7.2.1 Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.

7.2.2 Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others.

7.2.3 Analytics and search engine providers that assist us in the improvement and optimisation of our site.

7.3 We may disclose your personal information to third parties:

7.3.1 In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

7.3.2 If Zawdeh DMCC or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.

7.3.3 If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our [terms of use](#) and other agreements; or to protect the rights, property, or safety of Zawdeh DMCC, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

## 8. YOUR RIGHTS

8.1 You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [customer.care@zawdeh.com](mailto:customer.care@zawdeh.com).

8.2 Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any

responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

9. ACCESS TO INFORMATION

9.1 If you would like to change any of your information, please write to us at [customer.care@zawdeh.com](mailto:customer.care@zawdeh.com) and we will make the changes for you.

10. CHANGES TO OUR PRIVACY POLICY

10.1 Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

11. CONTACT

11.1 Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [customer.care@zawdeh.com](mailto:customer.care@zawdeh.com).