



# AL JADY VERTEX

## PRIVACY POLICY

Last Updated: 20.03.2025

This Privacy Policy explains how **AL JADY VERTEX - FZCO** ("Company," "we," "us," or "our") collects, uses, discloses, and protects your personal data in accordance with the United Arab Emirates (UAE) Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL) and the General Data Protection Regulation (GDPR) (EU 2016/679).

**By using our services, you agree to the collection and use of your personal data in accordance with this Privacy Policy.**

### 1. Data Controller Information

The data controller responsible for your personal data is:

[Company Name]  
[Company Address]  
[Email Address]  
[Phone Number]

If you have any questions about this Privacy Policy or your data rights, please contact us.

### 2. Personal Data We Collect

We may collect the following categories of personal data:

- Identity Data (e.g., name, passport/Emirates ID, date of birth)
- Contact Data (e.g., email, phone number, address)
- Financial Data (e.g., payment details, billing information)
- Technical Data (e.g., IP address, browser type, operating system)
- Usage Data (e.g., website interactions, service preferences)
- Marketing Data (e.g., communication preferences, feedback)

### 3. How We Collect Your Data

We collect data from you when you:

- Visit our website or use our services
- Register an account or complete forms
- Contact us via email, phone, or chat
- Participate in surveys, promotions, or marketing campaigns
- Provide information for contractual or legal purposes

### 4. Purpose of Processing Personal Data

We process your personal data for the following purposes:

- To provide and manage our services
- To comply with legal obligations under UAE and EU laws
- To improve user experience and website functionality
- To conduct marketing and send promotional communications (where permitted by law)
- To prevent fraud, security breaches, and ensure data protection

### 5. Legal Basis for Processing (Under GDPR and UAE Law)

Our legal basis for processing personal data includes:

- Your Consent (where required)
- Contractual Necessity (processing necessary for service delivery)
- Legal Compliance (to meet regulatory requirements in the UAE and EU)
- Legitimate Interests (e.g., fraud prevention, business operations)



## AL JADY VERTEX

### 6. Data Sharing and Disclosure

We do not sell or rent your personal data. However, we may share data with:

- Third-party service providers (e.g., payment processors, IT services)
- Legal and regulatory authorities (when required by UAE or EU law)
- Affiliated companies (for business operations)

### 7. International Data Transfers

If we transfer personal data outside the UAE or EU, we ensure adequate safeguards, such as:

- Standard Contractual Clauses (SCCs) as per GDPR
- UAE regulatory compliance measures
- Secure encryption and access controls

### 8. Data Retention

We retain personal data only as long as necessary to fulfill legal, contractual, and business purposes. When no longer needed, we securely delete or anonymize the data.

### 9. Your Rights Under GDPR and UAE PDPL

You have the following rights regarding your personal data:

- Access – Request a copy of your data
- Correction – Request corrections to inaccurate data
- Erasure – Request deletion of data (subject to legal obligations)
- Objection – Object to processing for marketing purposes
- Data Portability – Request data transfer to another provider

To exercise these rights, please contact us at [office@ajv.ae](mailto:office@ajv.ae).

### 10. Security Measures

We implement technical and organizational measures to protect your data from unauthorized access, loss, or misuse. These include:

- Data encryption
- Secure access controls
- Regular security audits

### 11. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience. You can manage your cookie preferences through your browser settings.

### 12. Updates to this Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted on our website with the revised date.

For further inquiries, contact us at:

**AL JADY VERTEX - FZCO**

Director Samat Zaurbekov

Email [office@ajv.ae](mailto:office@ajv.ae)

**By using our services, you acknowledge that you have read and understood this Privacy Policy.**