



# Privacy Policy

We are Soudah Development, a company established in the Kingdom of Saudi Arabia and registered in King Abdullah Financial District having its head office address at 2877 Al Aqeeq District, King Abdullah Financial District, Unit 9, Riyadh 6686-13519.

Soudah Development ("**SD**", "**We**", "**Our**", "**Us**") is committed to protecting and respecting your privacy. SD undertakes to protect the privacy of your personal information and that it shall not collect any personal information about you unless you voluntarily choose to avail and provide this information to us through the communication channels described on this website, kindly note that this information will be not used for another purpose (illegal purpose) outside the framework of completing and processing your request, where the service is available.

Our hosting systems automatically register user information related to browsing activity (that does not identify personal information) such as pages, content, or downloaded material, for study and statistical purposes.

"**Personal information**" is information that relates to you or allows us to identify you. This includes information such as your name, address and telephone number, but can also include information such as analysis of your use of our Website.

We will process your personal information obtained via the Website in our capacity as a controller. This means that we are responsible for ensuring that we comply with relevant data protection laws when processing your personal information.

## 1. COLLECTION AND USE OF YOUR PERSONAL INFORMATION

We only collect personal information about you in connection with the operation of our Website. We will hold information about you if you visit our Website. The types of information we process about you and the purposes for which we process the information may include:

### Types of personal information

#### 1.1 Information establishing your identity

Name

Address

Date of birth

Marital status

Email address

To provide you with information about our products, goods, services, offers, and events and other information that we think may be valuable to you.

#### 1.2 Identifiers, location information and other technical information

Information which can be traced back to you, such as an IP address, location and time zone setting, browser type and version, browser plug-in types and versions, operating system and platform, and any other technology on the devices you use to access this Website.

To personalise our services and content to you and your geographic region (including but not limited to advertisements and promotions).

#### 1.3 Usage data

Information about how you use our Website.

To personalise our services and content to you and your geographic region (including but not limited to advertisements and promotions).

#### 1.4 Information that you provide independently to us

If you email or call us.

To respond to any queries, requests, or comments that you may have.



## 2. ON WHAT BASIS WE USE YOUR PERSONAL INFORMATION

We use your personal information on the following bases, where available under applicable data protection laws:

For our legitimate interests. Using your personal information helps us to operate, improve and minimize any disruption to our Website. We also have a legitimate interest in sending you information on the products, services and offerings we believe will be of interest to you.

Because you have given your consent (if we expressly ask for consent to process your personal information, for a specific purpose); and

To comply with legal, regulatory and risk management obligations.

We will not process your personal information in a manner that is inconsistent with the purpose for which we have collected the data or the basis on which we have relied to collect your personal information. If you fail to provide certain information when requested, we may not be able to provide you with information about our services and products.

## 3. WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION

SD is committed to protecting personal information and does not disclose users' personal information, which they voluntarily provide, without his or her personal consent, except in certain cases to:

Third party service providers and sub-contractors who provide a service to us and help us run our business efficiently (including but not limited to marketing and advertising, data processing, IT and office services);

Any member of our group; and

Any competent authorities if we are legally required to comply with a request for data.

## 4. COUNTRIES TO WHICH WE TRANSFER YOUR PERSONAL INFORMATION

The information you submit may be transferred, stored and hosted outside of the country from which you may be accessing the Website, and may be transferred to countries which do not have data protection laws or to countries where your privacy and other fundamental rights will not be protected as extensively. These and all other transmissions will remain secure and under our control.

We will implement appropriate measures to ensure that your personal information remains protected and secure when it is transferred outside your home country and you can exercise your rights effectively.

If you would like further details of how your personal information is protected when transferred from one country to another then please email us at [Info@soudah.sa](mailto:Info@soudah.sa).

## 5. RETENTION

We will keep your personal information only for as long as is necessary to respond to any queries or complaints, to improve our Website or to comply with any legal obligations to which we may be subject. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve such purposes through other means, and the applicable legal requirements.

We will destroy or anonymise your personal data as soon as the purpose of collecting it, or the legal requirement for which are required to keep the personal data, has expired.



## 6. YOUR RIGHTS

Under certain conditions, you may have the right to:

- Be informed, which includes informing you of the legal basis of collecting your personal information;
- Access your personal information held by us;
- Correct, complete, or update your personal information;
- Request the deletion of personal information;
- Obtain your personal information in a legible and clear format, including the right to request the transfer of your personal information to another controller (if this is technically possible); and
- Withdrawn consent at any time.

To exercise your rights, please email us at contact us at **Info@soudah.sa**.

Subject to any overriding legal obligations, requirements and/or exemptions, we will endeavor to respond to your request promptly in compliance with applicable laws, unless we require further information from you. We may ask you to provide proof of your identity.

If you are not satisfied with our use of your personal information in respect of this Website or our response to any request by you to exercise your rights, or if you think that we have breached any relevant data protection laws, then please contact us at Info@soudah.sa. You may, in addition, have the right to complain to any regulatory authority that supervises our processing of your personal information including, where you are based in KSA, the Saudi Data & Artificial Intelligence Authority (SDAIA) and/or the National Data Management Office (NDMO).

## 7. WEBSITE PROTECTION AND SECURITY

SD takes security issues seriously. We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

SD monitors data transfer to and from the website in order to achieve security standards, ensure the protection of submitted information and services, and reveal unauthorized access attempts, malicious changes in content or attempts to damage in any way. SD has the right to take all necessary measures to protect information or against the misuse of this website.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 8. HYPERLINKS

Our Website may provide links to third party websites for your convenience. If you access those links, you will leave our Website. We do not control those websites or their privacy practices, which may differ from ours.

This Privacy Policy does not cover the personal information you choose to give to unrelated third parties. We encourage you to review the Privacy Policy of any company before submitting your personal information. Some third party companies may choose to share personal information with us; that sharing is governed by that third party company's privacy policy.



## 9. NOTIFICATION OF CHANGES

We may update or change our Privacy Policy from time to time. In such case, we will upload an updated Privacy Policy on the Website and it will be effective from the time of posting.

## 10. CONTACTING US

This Privacy Policy sets out in broad terms how we handle your personal information and safeguard your privacy. If you have any questions relating to our data processing activities or this Privacy Policy, please send an email to the following address [Info@soudah.sa](mailto:Info@soudah.sa).