



ASHMUNEIN GROUP

PRIVACY NOTICE

1. INTRODUCTION

With this Privacy Notice we inform you about the privacy practices of Ashmunein Group (headquarters based at Dubai Silicon Oasis, DDP, Building A2, Dubai, UAE) and its affiliates and subsidiaries, hereafter referred to as Ashmunein Group (AME Group), our, we or us.

We appreciate the interest you have shown in our company, our products, our pages and services by visiting our website amegrp.com.

This privacy notice applies to the personal data that we may process when you interact with us. With personal data we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may have.

To create a global approach for processing personal data and allowing personal data transfers between our group companies worldwide, Ashmunein Group has adopted a privacy policy and entered into an intra group data sharing agreement based on the most recent European standard contractual clauses.

You have shown your trust in us by interacting with us and we value that trust. We are committed to protect your privacy at all times. The European privacy regulation GDPR serves as a basis for our privacy policy and privacy practices.

2. WHAT PERSONAL DATA DO WE COLLECT AND FOR WHICH PURPOSE?

FEEDBACK DATA

You can choose to give your feedback, comments, questions (feedback). When you do so, we may process the following personal data: your cookie ID; the content of your feedback; your contact details in case you provide them to us.

We may use this personal data to gain valuable insights and to improve our pages, products and services.

We consider the processing of your feedback data to be based on your consent and our legitimate interest.

3. SHARING YOUR PERSONAL DATA

As mentioned before, we value the trust you have put in us while sharing your personal data. We would like to inform you that we may disclose your personal data to others. This means, we may share your personal data – to the extent necessary – with:

- our affiliates and subsidiaries, for the purposes described in this privacy notice;
- third parties, to permit them to send you marketing communications, consistent with your choices (after we have informed you about this);
- our third-party service providers, who provide services such as website hosting, data analysis, payment/billing processing, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, CRM, identity management, event management, marketing intelligence, auditing, fraud detection and other services;

We may also process and disclose your personal data as necessary:

- To enforce our terms and conditions;
- To comply with applicable law;
- To respond to requests from public and government authorities;
- To cooperate with law enforcement;
- For other legal reasons;
- To protect the rights, privacy, safety, or property from us and/or you or others.

In addition, we may use, disclose, or transfer your personal data to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all, or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).

Third-party services

This Privacy Notice does not address, and we are not responsible for, the privacy practices, information, or other behavior of third parties, including any third party operating any website or service to which our webpages link. It is important to note, that the inclusion of a link on our webpages or devices does not imply endorsement of the linked site or service by us.

We are not responsible for the data collection, use, disclosure or security policies or practices of other organizations, such as Facebook, Apple, Google, Microsoft, or any other third party such as app developers, app providers, social media platform providers, operating system providers, wireless service providers or device manufacturers, including with respect to any personal data you disclose to other organizations, through or in connection with our webpages. These third parties may have their own privacy notices, statements, or policies. We strongly suggest that you review them to understand how your personal data may be processed by them.

4. HOW WE PROTECT PERSONAL DATA

We apply organizational, technical, and administrative measures to protect personal data trusted to us. Unfortunately, no data transmission or storage system is guaranteed 100% secure. If you have reason to believe that your interaction with us is not secure, please connect with us without delay.

How long will the personal data be kept?

We will retain your personal data for as long as needed or permitted considering the purpose(s) for which it was obtained. The criteria used to determine our retention periods include: (i) the length of time we have an ongoing relationship with you; (ii) whether there is a legal obligation to which we are subject; or (iii) whether retention is advisable considering our legal position (e.g., statutes of limitations, litigation, or regulatory investigations). Upon expiry of the retention period, your personal data will be deleted and/or rendered non personal.

Jurisdiction and cross-border transfer

Your personal data may be stored and processed in any country where we have facilities or in which we engage service providers, and by using our webpages, products and services, you consent to the transfer of your personal data to countries outside of your country of residence, which may have data protection rules that are different from those of your country. In certain circumstances, the courts, law enforcement agencies, regulatory agencies or security authorities in those countries may be entitled to access (part of) our databases.

If you are in the EEA, your personal data may be transferred to non-EEA countries that are recognized by the European Commission as providing an adequate level of data protection according to EEA standards. In exceptional circumstances, your personal data may also be transferred to countries that are not considered adequate by the European Commission. For transfers from the EEA to such countries not considered adequate, we have put in place adequate measures to protect your personal data, such as standard contractual clauses adopted by the European Commission.

5. YOUR RIGHTS AND CHOICES

If you would like to submit a privacy request under applicable law, you may contact us through info@amegrp.com. We will respond to your request in accordance with applicable law.

In your request, please make clear what personal data you would like to have changed, whether you would like to have your personal data deleted from our databases, or otherwise let us know the specific nature of your privacy request. For your protection, we may only implement requests with respect to the personal data associated with your account, your email address or other account information that you used to send us your request, and please note we may verify your identity before implementing your request.

Please also note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to submitting your request. There may be residual information that will remain within our databases and other records (e.g., back-up).

6. CONTACT US

If you have any question or concern about this privacy notice or the way we process your personal data, please contact us through the Ashmunein Group customer care options available in your country (by phone, email).

Under applicable law, you have the right to lodge a complaint with a supervisory authority competent for your country or region.