

PRIVACY POLICY

Effective Date: 2026

1. Interpretation and Definitions

In this document, the following terminology applies:

- **The Company/We/Us:** Refers to the owner and operator of the Website. Under applicable legislation, the Company functions as the data controller (organisation).
- **Personal Information:** Any data provided by you through the Website, interpreted in accordance with relevant privacy laws.
- **Regulatory Framework:** All applicable statutes governing the processing of personal data, explicitly including the Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data of United Arab Emirates.
- **Visitor/You:** Any individual accessing the Website who is not an employee or service provider of the Company.
- **The Website:** Refers to consulting.ae and all associated sub-domains.

2. Applicability

This Policy outlines the protocols regarding the collection and use of data by the Company and its Visitors. It applies solely to this Website and does not encompass any external third-party websites that may be accessible via hyperlinks (e.g., social media platforms).

3. Method of Data Collection

We gather Personal Information through two primary channels:

- **Voluntary Submission:** Information you actively provide, such as through contact forms, email correspondence, or telephone communication.
- **Automated Logging:** Technical data recorded automatically when you browse the Website, including IP addresses, timestamps, and usage patterns, which aids in system optimization.

4. Purpose of Processing

We utilize your Personal Information only as necessary to achieve the following objectives:

- Addressing queries and requests submitted through the Website;
- Provisioning our professional services;
- Distributing requested documentation, newsletters, or promotional content;
- Communicating administrative or technical changes;
- Managing feedback and resolving disputes;
- Performing analysis to improve service quality.

We strictly observe the principle of data minimization as mandated by the Regulatory Framework.

5. Security and Storage Protocols

To safeguard your Personal Information against unauthorized intrusion, accidental loss, or corruption, we employ rigorous organizational and technical defenses:

- **Protection:** Implementation of encryption protocols and strict password management for access control.
- **Hosting:** Data is maintained in a secure "Clients" database hosted on protected servers.
- **Incident Response:** We maintain a defined protocol for handling suspected data breaches. Should you suspect any compromise of your data, notify us immediately at sale@consulting.ae.

6. Retention Period

Your Personal Information is retained only for the duration required to fulfill the objectives stated in this Policy or as mandated by law. Certain data may be preserved strictly for tax, legal, or regulatory compliance even after a deletion request is processed.

7. User Rights

Pursuant to the Regulatory Framework, you are entitled to the following rights regarding your Personal Information:

- **Access:** The right to request a copy of your data or suggest modifications.
 - **Rectification:** The right to correct erroneous or incomplete information.
 - **Erasure:** The right to request the removal of your data from our records (Right to be Forgotten).
 - **Restriction/Objection:** The right to limit or oppose specific processing activities.
 - **Data Portability:** The right to request the transfer of your data.
- To exercise these rights, please direct your request to sale@consulting.ae. If you believe your request has not been handled appropriately, you may file a complaint with the UAE Data Office in UAE.

8. Ownership Transition

If the Company engages in a business transaction such as a merger, acquisition, or asset sale, User data may be transferred as part of the business assets. The acquiring entity will be entitled to utilize the data subject to the stipulations of this Privacy Policy.

9. Third-Party Hyperlinks

The Website may include links to external domains. We possess no authority over, and accept no liability for, the privacy practices or content of such external sites. We encourage you to examine their respective privacy policies.

10. General Provisions and Amendments

- **Modifications:** We reserve the right to amend this Policy as needed or required by law. Revisions will be published on the Website; continued usage implies consent to the updated terms.
- **No Waiver:** Failure to enforce any right under this Policy does not constitute a waiver of that right.
- **Validity:** Should any provision be declared invalid, the remaining clauses shall remain in full effect.

Inquiries: For questions concerning this Policy, please contact us at sale@consulting.ae.