

# Privacy Policy

## 1. Data Collection and Usage

1.1. We collect the following categories of personal data:

- Contact details (name, phone number, email)
- User comments or requests
- Technical and analytical data (via Google Analytics and similar services)

1.2. Purposes of collection and usage:

- Organizing newsletters (email, WhatsApp, Telegram, SMS, etc.)
- Marketing activities, transferring leads (contacts) to real estate agencies
- Personalization, website improvement, and user behavior analysis

1.3. Legal bases:

- User consent (when entering data and accepting conditions)
- Fulfillment of contractual obligations (providing services and transferring data necessary for the deal)
- Legitimate interests (statistics, security, service improvement)

## 2. Data Transfer to Third Parties

2.1. Real estate agencies:

- We transfer your contact information to partner agencies when it's needed for providing services or arranging real estate negotiations.

2.2. Third-party services:

- CRM systems, analytics, and marketing services (Google Analytics, etc.)
- All third-party services must comply with confidentiality rules and use data only as part of the services they provide.

### **3. Storage and Security**

#### 3.1. Security measures:

- Servers with restricted access, data encryption, backups.

#### 3.2. Retention period:

- Data is stored as long as necessary to fulfill the purposes described in this Policy or as required by law.

#### 3.3. Breaches or incidents:

- In the event of a security breach, we will promptly inform users (and, if needed, the relevant authorities) according to established procedures.

### **4. Cookies and Similar Technologies**

#### 4.1. Cookie usage:

- For storing preferences, collecting statistics, and personalizing ads.

#### 4.2. Cookie management:

- You can disable or limit their use in your browser settings.
- Disabling cookies may limit some website features.

### **5. International Regulations (GDPR, etc.)**

#### 5.1. Territorial scope:

- We operate in the UAE and comply with local legislation.

#### 5.2. For users from the EU or other regions:

- We take data protection measures consistent with GDPR principles if necessary (e.g., providing rights to delete, amend, or restrict data processing)

#### 5.3. Rights requests:

- You can request access, modification, or deletion of your data by contacting us via the details provided on our website.

## **6. Children**

- The website is not intended for users under the age of 18.
- We do not knowingly collect data from minors.

## **7. Policy Changes**

- We may update this Privacy Policy from time to time.
- The current version is always posted on our website. We recommend checking it periodically.

## **8. Contacts**

- For any questions about privacy, data protection, or to exercise your rights, please reach out via the contact information provided on our website.

By using our website, you agree to this Privacy Policy and the terms of data processing.