

PRIVACY POLICY

This Privacy Policy ("Policy") describes how Zoander collects, use, disclose and protect your personal information when you use our website located at www.zoander.com. By using the website, you agree to the terms of this Policy, which complies with the UAE Personal Data Protection Law (Federal Decree Law No. 45 of 2021) and other relevant regulations.

1. INFORMATION WE COLLECT

We collect two types of information about you:

a. Personal information:

This information includes, but is not limited to:

- Identification information: name, address, phone number, email address, date of birth, nationality.
- Account information: login credentials, username, profile picture, preferences.
- Payment information: credit card details, billing address, transaction data (collected through secure third-party processors).
- Usage information: IP address, device information, browser type, operating system, pages visited, search history, interaction data.
- Communication information: content of messages, inquiries, feedback, and interactions with Zoander.

We collect this information when you:

- Register for an account on the website.
- Place an order for Zoander services.
- Subscribe to newsletters or marketing materials.
- Participate in surveys or promotions.
- Communicate with us through contact forms, live chat, or social media.
- Interact with the website using cookies and other tracking technologies.

b. Aggregate information:

This information is non-personally identifiable data that is automatically collected by our systems:

- Usage statistics: website traffic, engagement metrics, user trends.
- Device information: IP address, browser type, operating system, language settings.
- Location data (only with your consent): approximate location based on IP address or device GPS.

We use this information to improve the website, personalize your experience, and understand user behaviour.

2. USE OF INFORMATION

We use the information we collect to:

- Provide you with the services you request and fulfil your orders.

- Respond to your inquiries and provide customer support.
- Send you marketing and promotional materials (opt-in required).
- Personalize your experience on the website.
- Improve the website and our services.
- Analyze trends and usage patterns.
- Prevent fraud and illegal activity.
- Comply with legal and regulatory requirements.

3. DISCLOSURE OF INFORMATION

We may disclose your personal information:

- To our affiliates and partners who help us provide services, subject to contractual agreements protecting your privacy.
- To third-party service providers who assist with website operations, payment processing, marketing and data analysis, with strict confidentiality obligations.
- To law enforcement or other government officials as required by law or to protect our rights and interests.
- In other circumstances described in this Policy or with your consent.

We will not sell, rent, or share your personal information with any third parties for their marketing purposes without your consent.

4. COOKIES AND TRACKING

The website uses cookies and similar technologies to store information about your preferences and activities, improve your browsing experience and personalize content. You can manage your cookie preferences through your browser settings.

5. OPTING OUT

You can opt out of receiving marketing and promotional emails from us by clicking the "unsubscribe" link in any email or contacting us directly. You can also choose to decline cookies through your browser settings.

6. PROTECTING YOUR INFORMATION

We take reasonable precautions to protect your personal information from unauthorized access, disclosure, alteration or destruction, including technical, administrative and physical safeguards. However, no method of transmission over the internet or electronic storage method is completely secure.

7. DATA RETENTION

We will retain your personal information for as long as necessary to provide you with the services you request, comply with legal obligations and resolve disputes. We will securely erase or anonymize your information when it is no longer needed.

8. CHILDREN'S PRIVACY

Our services are not intended for children under the age of 13. We do not knowingly collect personal information from children under the age of 13.

9. CROSS-BORDER TRANSFERS

Your personal information may be transferred to and processed in countries other than the UAE for the purposes described in this Policy. These countries may have different data protection laws than the UAE. However, we will take steps to ensure that your information is protected in accordance with this Policy and applicable laws.

10. YOUR RIGHTS

You have the right to access, rectify, erase, restrict the processing of, and object to the processing of your personal information as per the section 14.

Your choice: By providing personal information to us, you understand we will collect, hold, use, and disclose your personal information in accordance with this Privacy Policy. You do not have to provide personal information to us, however, if you do not, it may affect your use of our website or the products and/or services offered on or through it.

11. THIRD-PARTY SERVICES

The website may connect to and use third-party services that may collect your information. We have included a list below of the types of third-party services we currently use and the purposes for which they collect your information:

Type of Service	Provider(s)	Purpose(s) for collecting information
Tracking and/or analytics services	Google analytics	To understand how users interact with the website, analyse usage patterns and improve the website's performance.

12. WHY WE COLLECT DATA AND HOW IT IS USED

We collect data for the following purposes:

- To provide you with the best possible experience on the website.
- To understand how users interact with the website.
- To improve the website's performance and content.
- To comply with legal and regulatory requirements.

13. DATA PROCESSING

We primarily process data automatically through the third-party services listed above. However, we may also manually process data in certain situations, such as when responding to inquiries or requests. You have the right to request the deletion of your personal information, which can be done manually upon request.

14. DATA STORAGE AND PROCESSING IN COMPLIANCE WITH UAE LAW

Zoander takes the protection of your personal information seriously and is committed to complying with all applicable UAE data privacy laws, including the Personal Data Protection Law (Federal Decree Law No. 45 of 2021).

- **Data Storage Location:** We primarily store your personal information within the UAE. However, in some limited cases, it may be necessary to transfer your data to servers located outside the UAE (e.g., for cloud storage services). In such cases, we will ensure that appropriate safeguards are in place to protect your information and comply with data transfer requirements under UAE law.
- **Data Security:** We employ robust technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. We regularly review and update our security measures to ensure they meet the highest standards.
- **Data Processing Methods:** We primarily process your data automatically through third-party services based on their terms of service and in accordance with our instructions. However, we may also manually process data in certain situations, such as responding to inquiries or requests.
- **Data Retention:** We will retain your personal information for no longer than is necessary for the purposes outlined in this Policy unless a longer retention period is required by law. Once your information is no longer needed, we will securely erase or anonymize it.

Your rights under UAE law concerning your personal information include:

- **Right to access:** You have the right to access and obtain a copy of your personal information held by Zoander.
- **Right to rectification:** You have the right to request the correction or update of any inaccurate or incomplete personal information.
- **Right to erasure:** You have the right to request the erasure of your personal information under certain circumstances.
- **Right to restrict processing:** You have the right to restrict the processing of your personal information under certain circumstances.
- **Right to object:** You have the right to object to the processing of your personal information for marketing purposes or other specific reasons.

To exercise any of these rights, please contact us at the address, email, or phone number provided below.

15. CONTACT US

If you have any questions about this Privacy Policy or your personal information, please contact us:

Email: hello@zoander.com

16. UPDATES TO THIS POLICY

We reserve the right to update this Privacy Policy from time to time. We will notify you of any changes by posting the new Policy on the website. You are encouraged to review the Privacy Policy regularly to stay informed of updates. Your continued use of the website after any changes are posted constitutes your acceptance of the updated Policy.