

# Privacy Policy

Taamir Portal Services FZCO

[www.taamir.ae](http://www.taamir.ae)

## 1. Introduction

This Privacy Policy explains how Taamir Portal Services FZCO and its worldwide affiliates (“we”, “us”, “our”, or “Taamir”) collect, use, store, share, and protect your personal information when you access or use our website at [www.taamir.ae](http://www.taamir.ae) (the “Website”), our mobile application, or any related services.

We are committed to protecting your privacy in compliance with the applicable data protection laws of the United Arab Emirates, including Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (the “PDP Law”).

By using the Website, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with any part of this Privacy Policy, please do not use the Website.

## 2. Who We Are

Taamir Portal Services FZCO is a technology platform that facilitates introductions between homeowners and home improvement service providers. We are the data controller for the personal data processed through the Website.

### Contact details:

Email: [contact@taamir.ae](mailto:contact@taamir.ae)

Website: [www.taamir.ae](http://www.taamir.ae)

## 3. Information We Collect

### 3.1 Information You Provide Directly

- Full name
- Email address
- Phone number (including WhatsApp contact number)
- Residential or property address
- Account login credentials (username and password)
- Service enquiry details and project descriptions
- Identity verification or KYC documentation, where required
- Any other information you voluntarily submit through forms, reviews, or communications

### 3.2 Information We Collect Automatically

- IP address and approximate geolocation
- Browser type, version, and language preferences

- Device type, operating system, and unique device identifiers
- Pages viewed, links clicked, and time spent on the Website
- Referring URL and search terms used to find the Website
- Cookies and similar tracking technologies (see Section 8)

### **3.3 Information from Third Parties**

We may receive information about you from third-party service providers, advertising partners, analytics providers, or publicly available sources, which we may combine with information we already hold about you.

## **4. How We Use Your Information**

We process your personal data for the following purposes:

- To create and manage your account on the Website
- To facilitate introductions and communications between you and service providers
- To process and respond to your enquiries, requests, or complaints
- To send you service-related communications, updates, and notifications
- To send marketing communications where you have consented or where we have a legitimate interest
- To improve, personalise, and optimise the Website and our services
- To analyse usage patterns and conduct research and analytics
- To detect, prevent, and address fraud, security issues, or technical problems
- To comply with legal obligations, regulatory requirements, and law enforcement requests
- To enforce our Terms of Use and protect our rights, property, or safety

## **5. Legal Basis for Processing**

We process your personal data on the following legal grounds under the PDP Law:

- Consent: Where you have given clear consent for us to process your personal data for specific purposes.
- Contractual necessity: Where processing is necessary for the performance of a contract with you or to take pre-contractual steps at your request.
- Legal obligation: Where processing is necessary for compliance with a legal obligation to which we are subject.
- Legitimate interests: Where processing is necessary for our legitimate interests or those of a third party, provided your rights do not override those interests.

## **6. Sharing Your Information**

We may share your personal information with the following categories of recipients:

- Service providers and contractors listed on Taamir, to facilitate your enquiry or service request

- Third-party service providers who assist us in operating the Website, conducting our business, or servicing you (e.g., hosting providers, analytics services, payment processors, email service providers)
- Advertising and marketing partners, for the delivery of targeted advertisements
- Professional advisors, including lawyers, auditors, and insurers, where necessary
- Law enforcement agencies, courts, regulators, or government authorities, where required by law or to protect our legal rights
- Affiliated entities within the Taamir group of companies

We do not sell your personal data to third parties. Where we share data with third-party processors, we ensure appropriate contractual safeguards are in place.

## 7. International Data Transfers

Your personal data may be transferred to, stored in, or processed in jurisdictions outside the United Arab Emirates. Where such transfers occur, we will ensure that appropriate safeguards are implemented in accordance with the PDP Law and any applicable regulations, including entering into standard contractual clauses or relying on other approved transfer mechanisms.

## 8. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on the Website, analyse site traffic, and deliver personalised content and advertisements.

### 8.1 Types of Cookies We Use

- Essential cookies: Required for the Website to function properly (e.g., session management, security).
- Performance and analytics cookies: Help us understand how visitors interact with the Website by collecting aggregated and anonymised data.
- Functional cookies: Remember your preferences and settings to provide enhanced features.
- Advertising cookies: Used to deliver relevant advertisements and track the effectiveness of advertising campaigns.

### 8.2 Managing Cookies

You may adjust your browser settings to refuse or manage cookies. Please note that disabling certain cookies may affect the functionality of the Website. By continuing to use the Website without adjusting your settings, you consent to our use of cookies as described in this policy.

## 9. Data Retention

We retain your personal data only for as long as is necessary to fulfil the purposes for which it was collected, including to satisfy any legal, regulatory, accounting, or reporting requirements. When determining the appropriate retention period, we consider the nature and sensitivity of the data, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process the data, and whether we can achieve those purposes through other means.

Upon expiry of the applicable retention period, or upon your request (subject to applicable law), we will securely delete or anonymise your personal data.

## 10. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These measures include, but are not limited to:

- Encryption of data in transit and at rest
- Access controls and authentication mechanisms
- Regular security assessments and vulnerability testing
- Employee training on data protection and information security

While we take reasonable steps to protect your personal data, no method of transmission over the internet or method of electronic storage is completely secure. We cannot guarantee the absolute security of your information.

## 11. Your Rights

Subject to applicable law, you have the following rights with respect to your personal data:

- Right of access: You may request a copy of the personal data we hold about you.
- Right to rectification: You may request correction of inaccurate or incomplete personal data.
- Right to erasure: You may request deletion of your personal data, subject to our legal obligations.
- Right to restriction of processing: You may request that we limit the processing of your personal data in certain circumstances.
- Right to data portability: You may request that we provide your personal data in a structured, commonly used, machine-readable format.
- Right to object: You may object to the processing of your personal data where we rely on legitimate interests as our legal basis.
- Right to withdraw consent: Where processing is based on your consent, you may withdraw consent at any time without affecting the lawfulness of prior processing.

To exercise any of these rights, please contact us at [contact@taamir.ae](mailto:contact@taamir.ae). We will respond to your request within the timeframe required by applicable law.

## 12. Call Tracking and Recording

Service providers, showrooms, and sellers who subscribe to our call tracking service may have their call enquiries generated through the Website tracked and recorded for training, quality assurance, and dispute resolution purposes. You will be notified before each recorded call, either through an automated voice message or an on-screen disclaimer. Call recordings are retained only for the period necessary for the stated purposes and are accessible only to authorised personnel. Call recordings are processed in accordance with this Privacy Policy and applicable UAE data protection laws.

## 13. Children's Privacy

The Website is not intended for use by individuals under the age of eighteen (18). We do not knowingly collect personal data from children under 18 without the consent and supervision of a parent or legal guardian. If we become aware that we have inadvertently collected personal data from a child under 18, we will take steps to delete such information promptly. If you believe we may have collected information from a minor, please contact us at [contact@taamir.ae](mailto:contact@taamir.ae).

## 14. Third-Party Links

The Website may contain links to third-party websites, products, or services. We are not responsible for the privacy practices or content of those third parties. We encourage you to review the privacy policies of any third-party website you visit.

## 15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. Where changes materially affect your rights or obligations, we will take reasonable steps to notify you (e.g., by email, banner notification on the Website, or app alert). Your continued use of the Website after the posting of any changes constitutes your acceptance of the revised Privacy Policy. We encourage you to review this page periodically.

## 16. Complaints

If you have any concerns about how we handle your personal data, you may contact us at [contact@taamir.ae](mailto:contact@taamir.ae). We will acknowledge receipt of your complaint within two (2) business days and aim to resolve all issues within seven (7) business days, in accordance with applicable UAE consumer protection regulations.

If you are not satisfied with our response, you may have the right to lodge a complaint with the relevant data protection authority in the United Arab Emirates.

## 17. Governing Law

This Privacy Policy shall be governed by and construed in accordance with the laws of the Dubai International Financial Centre (DIFC). Any dispute arising in connection with this Privacy Policy shall be subject to the exclusive jurisdiction of the DIFC Courts, unless such jurisdiction is expressly prohibited or unenforceable under applicable UAE law, in which case the dispute shall be subject to the non-exclusive jurisdiction of the onshore civil courts of Dubai, United Arab Emirates.

## 18. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

**Taamir Portal Services FZCO**

Email: [contact@taamir.ae](mailto:contact@taamir.ae)

Website: [www.taamir.ae](http://www.taamir.ae)