



## ALJ Enterprises PRIVACY POLICY

1. Introduction .....	2
2. Full privacy policy .....	2
2.1 Controller Of Personal data .....	2
2.2 What Do We Mean By Personal Data? .....	2
2.3 When Does This Policy Apply? .....	3
2.4 How We Collect and What Types of Personal Data Do We Collect About You? .....	3
2.4.1 Direct Collection .....	3
2.5 What Do We Use Your Personal Data For and Our Legal Basis? .....	3
2.5.1 Performance of Contract .....	3
2.5.2 Legitimate Interests .....	4
2.5.3 Consent .....	4
2.6 How Long Do We Keep Personal Data? .....	4
2.7 Who Do We Share Your Personal Data With? .....	4
2.8 Do we Transfer Your Personal Data Outside KSA? .....	5
2.9 What Are Your Legal Rights In Relation To The Personal Data We Hold About You? .....	5
2.10 How Can You Exercise Your Legal Rights And Change How We Use Your Data? .....	6
2.11 Security of Your Personal Data .....	6
3. How will we inform you of changes to this privacy policy? .....	6
4. How to get in touch with us and your right to complain to our supervisory authority? .....	7

## 1. Introduction

ALJ Enterprises is committed to respecting your privacy and protecting your personal data.

- We will be transparent about the information we are collecting about you and what we will do with it.
- We will use your personal data for the purposes described below. Your personal data will not be processed in a manner inconsistent with the purpose of its collection or in cases other than those stipulated by applicable privacy laws.
- We will only process your personal data where we have a legal basis to do so. The legal basis will depend on the reason or reasons we collected and need to process your personal data.
- We have measures to protect your personal data and keep it secure.
- We will respect your data protection rights and aim to give you control over your own personal data.

You can access our full Privacy Policy below to help you to understand how we use your personal data. In it, we explain in particular the types of personal data we collect, how we collect and process it, what we may process it for and who we may share it with.

## 2. Full privacy policy

### 2.1 Controller Of Personal data

Any personal data processed in connection with this Privacy Policy is controlled by ALJ Enterprises, which is owned by Abdul Latif Jameel Commercial Development Company Limited, having its registered office at P.O. Box 2049, Jeddah 23431, Kingdom of Saudi Arabia, which is considered the “data controller” of your personal data under the KSA Personal Data Protection Law and its Implementing Regulations.

To contact ALJ Enterprises Data Protection Officer, please send a request using the contact details specified at the end of this Privacy Policy.

### 2.2 What Do We Mean By Personal Data?

Personal data means any data, regardless of its source or form, that may lead to identifying you specifically, or that may directly or indirectly make it possible to identify you, including your name, personal identification number, addresses, contact numbers, license numbers, records, personal assets, bank and credit card numbers, photos and videos of you, and any other data of a personal nature.

## 2.3 When Does This Policy Apply?

This Privacy Policy applies to personal data about you that we collect, use, or otherwise process in connection with your relationship with us as a customer and vendor (service provider).

Personal data is used in this process to help businesses determine proper service providers and provide efficient service to customers.

## 2.4 How We Collect and What Types of Personal Data Do We Collect About You?

### 2.4.1 Direct Collection

We collect and generally process personal data that you provided directly to us while registering on the application or via email.

In that respect, we collect the following types of personal data:

- Name
- Email Address
- Gender
- Contact Number
- Name
- Car Type
- Plate Number

We will inform you at the time of collection of your personal data whenever the provision of such personal data to us is mandatory in order to allow us to achieve the purposes described below. Otherwise the provision of the personal data is optional. If you do not provide the personal data we require this may affect our ability to provide services to you.

## 2.5 What Do We Use Your Personal Data For and Our Legal Basis?

We will only process your personal data where we have a legal basis to do so. The legal basis will depend on the reason or reasons we collected and need to use your data, as described below:

### 2.5.1 Performance of Contract

It will be necessary for us to use your personal data to:

- To facilitate service bookings and transactions within the application.
- To manage and fulfill service agreements in the application.
- To integrate data to ensure seamless communication and service delivery between customer and vendor.
- To handle payment processing and order confirmations for services.

### 2.5.2 Legitimate Interests

We have a legitimate business interest in processing your personal data to:

- To collect and store customer data for account creation and login in the Application.
- To integrate customer and vendor data to facilitate transactions and service connections.

### 2.5.3 Consent

We rely on your prior consent in order to:

- To personalize and recommend relevant car services, such as car wash, battery change, and oil change.
- To enable direct selling and purchasing of products within the application.

You can withdraw your consent to such processing at any time, or alternately contact us by sending a request using the contact details specified at the end of this Privacy Policy.

## 2.6 How Long Do We Keep Personal Data?

We will keep your personal data for no longer than is necessary for the purpose it is being processed for as identified in this Privacy Policy.

We will keep your information in electronic format for a period of 10 years to ensure comprehensive support and compliance across all business areas.

On the expiry of the applicable data retention periods, we will delete it securely, or in some cases anonymize it.

If you wish to know more about our retention policy and retention periods that apply to your personal data, please send a request using the contact details specified at the end of this Privacy Policy.

## 2.7 Who Do We Share Your Personal Data With?

For the purposes referred to under this Privacy Policy, we share your personal data with our internal departments namely with the legal departments for the purposes of fulfilling business requirement.

We do not share your personal data with any external entities for purposes referred under this Privacy Policy.

We do not sell personal data to third parties, and we only allow third parties to send you marketing information where we have your consent to do so.

## 2.8 Do we Transfer Your Personal Data Outside KSA?

When we share your personal data with the entities mentioned above, it may imply transfers of your personal data outside KSA, namely to Ireland.

We seek to ensure such transfers satisfy the conditions set out under the applicable privacy laws. We have in particular limited the transfer to the minimum personal data needed and implemented sufficient guarantees for preserving the confidentiality of the personal data transferred so that the standards of the protection of your personal data are not less than the standards set forth in the applicable privacy laws

## 2.9 What Are Your Legal Rights In Relation To The Personal Data We Hold About You?

Under the applicable privacy laws, you have certain rights in relation to your personal data . Responses to exercise your rights will be provided within 30 days (or such other period under applicable law). If your request is particularly complicated we may extend the deadline for responding by a further 30 days (or such other period permitted under applicable law), but we will let you know if this is the case.

We will handle all requests in accordance with applicable law. However, depending on the right you wish to exercise, and the nature of the personal data involved, there may be legal reasons why we cannot grant your request. Further explanation of those rights and the exceptions to them are set out below.

Details of how to exercise your rights are set out in the section below “How can you exercise your legal rights and change how we use your data?”.

Your rights include the following:

- Right of access to your personal data;
- Right to be informed about our processing of your data [this Privacy Policy provides this information];
- Right to obtain personal data in a readable and clear format ;
- Right to request correction, completing or updating of personal data;
- Right to request the destruction/erasure of personal data.

In any case, you also have the right to lodge a complaint with the competent data protection authority in accordance with applicable law if you consider that the processing of your personal data carried out by us infringes the applicable privacy laws.

## 2.10 How Can You Exercise Your Legal Rights And Change How We Use Your Data?

In order to exercise any of your rights mentioned above, or if you have any questions about our use of your personal data, please send a request using the contact details specified at the end of this Privacy Policy.

We may ask for some additional information to confirm your identity, which will only be used to process your request.

In your request, please try to make clear which right(s) you would like to enforce and provide any details which may help us answer to your request.

Where you fully or partially lack legal capacity (for example you are a child under 18) your legal guardian may be required by applicable law to exercise your rights on your behalf.

## 2.11 Security of Your Personal Data

To protect against the loss, misuse and alteration of the information under our control, we have in place appropriate physical, electronic and managerial procedures. For example, our servers are accessible only by authorized personnel and your information is shared with respective personnel on need to know basis to complete the transaction and to provide the services requested by you.

Although we will endeavor to safeguard the confidentiality of your personal data , transmissions made by means of the Internet cannot be made absolutely secure.

To make sure your access to our services is secure, you should not share your log in details with anyone else. When you finish using our services, you should log out if others may be able to access your computer or device. This is especially important if you are using a publicly accessible computer.

Be aware that there is an Internet fraud practice known as ‘phishing’ which is the illegal gathering of personal data by deception. Unsolicited emails are sent to individuals from lists illegally gathered by a third party, and recipients are asked to enter or reconfirm bank or password details into a cloned or illegal copy website.

## 3. How will we inform you of changes to this privacy policy?

If we change this Privacy Policy, we will let you know about the changes by publishing the updated version on the CarHub Application. If such a change to the Privacy Policy requires your consent, you will have a choice to consent as to whether or not we may use your personal data in this different manner.

We are committed to protecting and respecting your privacy and will continue to do so in any future changes we make to this Privacy Policy.

#### **4. How to get in touch with us and your right to complain to our supervisory authority?**

If you want to exercise any of your rights, or if you have any questions about this policy or our use of your personal data, please contact the Data Protection Officer.

The Data Protection Officer for ALJ Enterprises can be contacted via email at [ALJEPDPOFFICE@alj.com](mailto:ALJEPDPOFFICE@alj.com).