Introduction

Taamir ("we", "us", "our") respects your privacy and is committed to protecting it. This Privacy Policy explains what personal data we collect, how we use and share it, and your rights under applicable law. By using our website, apps, and related services (the "Platform"), you agree to the practices described here. We may update this Policy from time to time; the latest version will always be posted here with an updated effective date. If changes are material, we may notify you by email or in-Platform notice.

Who We Are

Data Controller. Taamir Real Estate LLC (the "**Data Controller**"), registered in the United Arab Emirates, determines the purposes and means of processing your personal data. "**Personal data**" means any information relating to an identified or identifiable natural person. It does not include anonymized data.

What Data We Collect

We collect only what we need, consistent with data minimization and purpose limitation.

- Identity & Contact Data: name, email, phone, postal address, login credentials.
- **Profile & Usage Data:** username, profile photo (if provided), preferences, saved searches/favorites, listings viewed, features used, feedback, and activity logs.
- Transactional Data: payments made via the Platform (processed by compliant third-party gateways), partial card details (tokenized), payment confirmations/failures, and invoices/receipts.
- **Communications Data:** messages you send to us or via the Platform (including chats with agents, emails, support tickets, and—if calls are routed via our Platform—call metadata and recordings where permitted and disclosed).
- **Device & Technical Data:** IP address, device/browser type, operating system, referring URLs, timestamps, and interaction analytics (pages viewed, links clicked). Collected via cookies and similar technologies (see **Cookies**).
- **Location Data:** approximate location (e.g., via IP) or precise location if you enable device permissions.
- Marketing Preferences: your choices about receiving marketing.
- **Sensitive Personal Data:** Taamir does **not** seek sensitive personal data (e.g., health, religion, biometrics). If, in limited cases (such as ID verification), you provide such data, we'll protect it with heightened safeguards.

• **Children's Data:** our Platform is not intended for minors under 18. If you believe a minor provided data, contact us to delete it.

How We Collect Data

- **Directly from you:** when you create an account, fill forms, list or search properties, book viewings, make payments, or contact us/agents.
- Automatically: via cookies and similar technologies when you use the Platform.
- **From third parties:** social login providers (if you use them), integrated tools (e.g., maps, communications widgets), payment processors, and—where lawful—public sources or partners to validate listings or support transactions.

Why We Use Your Personal Data (Purposes & Legal Bases)

We process personal data for specific, explicit, and lawful purposes. Under the UAE PDPL, consent is the default basis; processing **without consent** occurs only where **permitted by law** (e.g., Article 4 PDPL). Our main purposes are:

1. Provide and operate the Platform

- Account creation/management, property search and viewing, matching and routing inquiries to listing owners/agents, enabling messaging/booking.
- Legal basis: your consent and, where applicable, performance of a contract with you (or steps at your request).

2. Facilitate transactions

- Payments, booking fees, receipts, fraud checks, and financial record-keeping.
- Legal basis: contract necessity and legal obligations (e.g., accounting, tax).

3. Customer support and service communications

- Respond to questions, resolve issues, send confirmations, technical notices, security and administrative alerts.
- Legal basis: contract necessity and legal obligations.

4. Improve and personalize the Platform

 Debugging, analytics, product research, remembering preferences (e.g., language, saved searches). Legal basis: consent for non-essential cookies/analytics; product maintenance and safety measures as allowed by law (using pseudonymized/aggregated data where possible).

5. Marketing (only with your opt-in)

- Newsletters, offers, and updates tailored to your interests.
- Legal basis: consent (you can opt out anytime—see Marketing Communications).

6. Security, integrity, and fraud prevention

- Authenticate logins, detect and prevent abuse, investigate suspicious activity, and protect users and the Platform.
- Legal basis: legal obligations and other PDPL-permitted grounds (e.g., to protect public interest or the data subject's interests, or to establish/exercise/defend legal claims, as applicable).

7. Compliance with law and enforcement requests

- Maintain required records; respond to lawful requests, court orders, or regulatory inquiries.
- Legal basis: legal obligations and other grounds permitted by PDPL.

Note: Taamir does **not** rely on a broad, GDPR-style "legitimate interests" basis under PDPL. Where we process without consent, we do so only under the **limited cases PDPL allows**.

Who We Share Your Data With

We share only what is necessary, under contracts that require recipients to protect your data.

- Real-estate counterparts: When you inquire about a listing, we share relevant details with the responsible agent/owner/developer so they can respond. If you post a listing, your chosen contact details for that listing may be visible to interested users. Public profile or listing fields you choose to make public may be indexed by search engines.
- Other users: Content you share publicly (e.g., profile name/photo, reviews, forum posts) will be visible to others; messages are shared with intended recipients.
- **Service providers (processors):** hosting/cloud, security and analytics tools, communications (email/SMS/WhatsApp gateways), customer support systems,

payment processors, and professional advisors (lawyers, auditors). They must act only on our instructions and apply appropriate security.

- Within our corporate group: to operate and support the Platform, under access-controls and confidentiality.
- **Business transactions:** If we undergo a merger, acquisition, reorganization, or asset sale, data may transfer to the new owner subject to protections equal to or stronger than those here.
- **Legal and regulatory disclosures:** Where required by law or to protect rights, safety, and the Platform, after careful review and to the extent mandated.

We do not sell or rent your personal data to third parties for their own marketing.

International Data Transfers

We may store or process data outside the UAE (e.g., reputable cloud/email providers). When we transfer data internationally, we comply with the PDPL's cross-border rules:

- Adequate jurisdictions: transfer where the destination provides a proper protection level approved by the UAE Data Office.
- Otherwise: use appropriate safeguards (e.g., contractual protections) or obtain your explicit consent, or rely on other PDPL-permitted grounds (e.g., contract performance at your request, legal claims, or public interest).
 You can contact us to learn the countries/regions involved and the safeguards used.

Data Security

We implement technical and organizational measures to protect personal data, including:

- Access controls (need-to-know), staff training, and confidentiality commitments.
- **Encryption** in transit (HTTPS) and for sensitive data at rest; hardened infrastructure, firewalls, and anti-malware.
- Monitoring & testing: security monitoring, vulnerability management, and regular assessments.
- **Data handling:** pseudonymization/anonymization where feasible; secured backups and resilience.
 - No method of transmission or storage is 100% secure, but we continuously improve our safeguards. Please keep your credentials confidential and notify us of any suspected unauthorized access.

Breach notification. If a breach affecting your personal data poses a risk to your privacy or confidentiality, we will notify you and the competent authority **as required by law** and follow our incident response plan.

Data Retention

We keep personal data only as long as needed for the purposes described and to meet legal, accounting, or reporting duties. For example:

- **Account data:** kept while your account is active; upon deletion we remove or anonymize within a reasonable period except where retention is legally required (e.g., invoices).
- Inquiries/transactions without an account: retained for a reasonable period to complete your request and handle follow-ups.
- Support records/recordings: kept as needed for service quality, training, and dispute resolution, then deleted or anonymized.
 When no longer needed, we delete or anonymize data. Backups may persist briefly but are secured and access-restricted.

Your Rights

Subject to PDPL and other applicable laws, you can:

- Access your personal data and key processing information;
- Rectify inaccurate or incomplete data;
- Request deletion in certain cases;
- Restrict processing in certain cases;
- Object to processing in certain cases, including an unconditional right to object to direct marketing;
- **Data portability** (for data you provided that we process by automated means under consent or contract);
- Object to decisions based solely on automated processing, and request human review where such decisions have legal or similarly significant effects;
- Withdraw consent at any time (it won't affect prior lawful processing).

How to exercise your rights: email support@taamir.ae. We will respond promptly and in accordance with applicable law. We may request information to verify your identity. If your request is manifestly unfounded or excessive, we may charge a reasonable fee or refuse to act, as permitted by law. You also have the right to lodge a complaint with the UAE Data Office; we ask that you contact us first so we can try to resolve your concern.

Cookies and Tracking Technologies

We use cookies and similar technologies to operate and improve the Platform:

- Essential cookies (required for core features such as login and session continuity);
- Analytics cookies (to understand usage and improve performance);
- Preference cookies (to remember settings like language or region);
- Advertising/social media cookies (only if/when we introduce ads or social integrations).

Where required, we request your **consent** for non-essential cookies. You can manage preferences via our cookie banner and your browser settings. Disabling cookies may impact functionality. See our **[Cookies Policy link – add]** for details.

Marketing Communications

We send marketing only if you **opt in** (e.g., newsletters or property updates). You can opt out anytime via the **Unsubscribe** link in our emails, in your account settings, or by contacting support@taamir.ae. We may still send essential service messages (e.g., security alerts, confirmations).

Third-Party Links and Services

Our Platform may link to or embed third-party services (e.g., map providers, social sign-in, messaging widgets). Their privacy practices are governed by their own policies. We work with reputable providers, but we recommend reviewing their policies before interacting with those services.

Changes to this Policy

We may update this Policy to reflect changes in our practices, technologies, or legal requirements. Material changes will be communicated via email or prominent notice in the Platform. Your continued use of the Platform after the effective date indicates acceptance of the updated Policy to the extent permitted by law.

How to Contact Us

Email: support@taamir.ae