

Privacy Policy for Valitara.com

Effective Date: 7 May 2025

1. Introduction

Valitara FZCO ("**Valitara**", "**we**", "**us**", "**our**") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you visit <https://valitara.com> (the "**Site**") or communicate with us through our contact form.

2. Personal Data We Collect

When you voluntarily submit the contact form we collect:

- **Full Name**
- **Email Address**
- **Phone Number** (optional)
- **Company Name**
- **Message Description**

We also collect certain technical and usage information through cookies and similar technologies (e.g., IP address, browser type, pages visited, and the date/time of each visit).

3. Legal Basis for Processing

We process your personal data on the basis of:

- **Consent** — you provide explicit consent when you submit the contact form; and
- **Legitimate interests** — to operate, secure, and improve the Site.

4. Purposes of Processing

We use personal data to:

1. Respond to your inquiries and provide the Services you request;
2. Maintain internal records and client-relationship management;
3. Improve our Site, marketing, and service offerings; and
4. Comply with applicable legal obligations.

5. Cookies

The Site uses essential and analytics cookies. You can refuse cookies via your browser settings; however, this may affect Site functionality.

6. Data Sharing

We **do not** sell or rent your personal data. We may share data with:

- authorised employees and consultants who need the information to provide the Services;
- trusted third-party service providers (e.g., hosting and email platforms) who process data on our behalf under confidentiality obligations; and
- regulators, law enforcement, or courts when required by law.

7. International Data Transfers

If we transfer data outside the UAE, we will ensure appropriate safeguards in accordance with **Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL)** and relevant free-zone regulations.

8. Data Security

We implement administrative, technical, and organisational measures to protect personal data from unauthorised access, disclosure, alteration, and destruction.

9. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes set out in this Policy or as required by law (generally not more than **5 years** after the last communication, unless a longer period is required for legal or regulatory reasons).

10. Your Rights

Subject to exemptions under UAE law, you may have the right to:

- request access to the personal data we hold about you;
- request correction or deletion of your data;
- withdraw consent at any time; and
- object to, or request restriction of, processing.

To exercise these rights, email **contact@valitara.com**.

11. Children's Privacy

The Site is **not** directed to children under **18 years** of age. We do not knowingly collect personal data from children.

12. Changes to this Privacy Policy

We may update this Policy from time to time. Revised versions will be posted on the Site with a new effective date.

13. Contact Us

For questions about this Policy or our privacy practices, email **contact@valitara.com**.