

# PRIVACY & DATA PROTECTION POLICY

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When you browse the *Ajhizati.com* Platform and use the online sales Services offered there, personal data about you is collected and processed by our departments.

The purpose of this Privacy & Data Protection policy is to inform you about:

- how we collect and process your personal data;
- the cookies we place on your browsing device.

## 1. Collect and Process your Personal Data

### 1.1 Why do we process your personal data and on what legal basis?

Purpose	Legal Bases
Access and browsing on the Platform	Execution of the contract
Management of your Orders placed via the Platform (connection with Sellers, delivery, customer service, after-sales service, etc.)	Performance of sales contracts
Payment in one or more instalments	Execution of the contract
Save your credit/debit card information (except the CVV) with our secure payment service provider, to facilitate your future purchases on the Platform	Obtaining consent
Detecting, preventing and combating fraudulent and illegal activities on the Platform	<i>Ajhizati.com's</i> legitimate interest
Recording exchanges between the User, the customer service, and the Seller by email, chat or telephone to improve our Services, train our teams and manage the customer and prospective relationship	<i>Ajhizati.com's</i> legitimate interest
Customer relationship management via social networks	<i>Ajhizati.com's</i> legitimate interest
Analysing your browsing on the Platform to improve our services	<i>Ajhizati.com's</i> legitimate interest
Carrying out statistical studies on the use of our Platform and Services	<i>Ajhizati.com's</i> legitimate interest
Collecting and managing reviews on Products, Services and customer service performance	<i>Ajhizati.com's</i> legitimate interest

Conducting surveys and questionnaires to improve our Platform and Services	Obtaining consent
Sales prospecting by email and/or SMS	<i>Ajhizati.com's</i> legitimate interest for a customer on a similar product or service or obtaining consent
Personalised advertising based on your browsing, your profile and information you have provided to us	Obtaining consent
Displaying the contents of the Personalised Platform based on your browsing, your profile, information you have provided	Obtaining consent
Management of requests for right of access, rectification and objection	Legal obligation

## 1.2 What personal data do we process about you?

We collect and process:

- personal data you have entered on our Platform, in particular when creating your Personal Account (email, surname, first name, address, telephone number, password, etc.);
- information relating to the Orders you place on the Platform (product purchased, transaction number, delivery address, etc.);
- information about your means of payment (credit card number, credit card expiry date, CVV). Only our secure payment service provider has access to the CVV;
- information you provide to us when you contact customer service or the Seller via the Platform (content of exchanges, nature of the complaint, etc.);
- your login and browsing data on the Platform (IP address, value in euros and basket contents, products and pages you have viewed or searched for, URL of the landing page and previous URL of the website from which you arrived);
- data on emails we send to you for statistical purposes and sales prospecting;
- information you provide when you leave a review;
- information about our advertisements you view;
- information you provide when participating in promotional operations, surveys and questionnaires, contests or events we organise.

## 1.3 How long do we keep your personal data?

As a first step, we keep your personal data in our active database (i.e. the data is accessible by the *Ajhizati.com* departments in charge of processing current matters) for the following periods:

- if you have never placed an Order on our Platform: we retain your personal data for sales purposes for three years from your last contact with *Ajhizati.com* (i.e. from the last time you clicked on a hyperlink contained in an email);
- if you have placed an Order on our Platform: we retain your personal data for three years from the end of your sales relationship with *Ajhizati.com*. The end of your sales relationship corresponds to your last Order on the Platform or, if this date is later, your last contact with *Ajhizati.com* (namely, your last connection to your Personal Account/Guest Account or your last telephone call/email/chat with *Ajhizati.com*);

- when you save your credit/debit card in your customer account, we will retain your card details (excluding the CVV) as long as you maintain your consent (you can delete your saved credit/debit card(s) in your customer account).
- we keep your data relating to your requests for access, rectification, erasure, portability, limitation and opposition for three years from the exercise of your right;
- your reviews of Products are posted on the Platform until you ask for them to be removed.

At the end of these periods, we archive your personal data for an additional period in our intermediate archiving database (meaning data can only be consulted on an ad hoc and justified basis by specifically authorized *Ajhizati.com* departments), (i) as evidence in the event of a dispute (five years) and (ii) to comply with our legal and vat/tax archiving obligations in force.

At the end of this additional period, your personal data is anonymized or permanently deleted from our databases.

## 1.4 Who is the recipient of transmitted personal data?

### 1.4.1 Our service providers

Your personal data is transmitted to the service providers we use to subcontract all or part of the processing we carry out with your data, including for the purpose of:

- operating the Platform and its Services (sending emails and SMS, telephone calls, etc.): your data is transmitted to specialised technical service providers;
- paying for your Orders: your data is transmitted to service providers specialised in banking transactions (such as banks, payment service providers);
- storing Products shipped by *Ajhizati.com*: your data is transmitted to specialised logistics providers;
- managing customer service: your data is transmitted to our partners and our technical service providers;
- our instant messaging system on our Platform: your data is transmitted to the Experts and our technical service provider;
- managing reviews: we transmit your data to service providers specialised in processing customer reviews;
- managing sales prospecting: we transmit your data to service providers specialising in sales prospecting.

The subcontractors we use offer the guarantees required by the applicable personal data protection regulations. They only have access to the personal data required for the performance of their services and are not authorised to process your personal data for other purposes. We have also signed agreements with each of them to guarantee the security and integrity of your personal data and their processing in compliance with applicable regulations.

### 1.4.2 Platform Sellers and their carriers

The data necessary to manage your Orders is transmitted to Sellers from whom you purchased a Product via the Platform.

Your personal data to ensure the delivery of your Order is also transmitted to the carrier you have selected or proposed to you when placing your Order.

### 1.4.3 Authorities

Your personal data may be disclosed to the authorities pursuant to a law, a regulation or a decision of a competent regulatory or judicial authority.

In general, we undertake to comply with all legal rules that may prevent, restrict or regulate the disclosure of information or data and in particular to comply with applicable data protection regulations.

### 1.4.4 Users

When you post a review on the Platform, your Public Username and review are available to Users.

## 1.5 What are your rights over your personal data and how do you exercise them?

### 1.5.1 What are your rights?

You have the right to obtain from us:

- confirmation that your personal data is or is not being processed and, where applicable, have access to this data;
- update and rectification of your personal data that is inaccurate or incomplete;
- erasure of your personal data under certain conditions. It should be noted that data shared with other users (such as the publication of reviews) will remain visible to the public on the Platform, even after deletion of your Personal Account;
- restriction of the processing of your personal data under certain conditions;
- portability of your personal data;
- organising what happens to your personal data in the event of death (storage, erasure, or communication to a designated person).

You also have the right to object to the processing of your personal data under certain conditions.

You can also at any time:

- withdraw your consent to the processing of your data carried out by our departments for the purposes of behavioural advertising, browsing analysis and audience measurements by setting your cookies;
- object to the processing of your data for sales prospecting purposes:
  - by email, by clicking on the unsubscribe link in our promotional emails and in our newsletter;
  - by SMS, by sending “STOP” to the number indicated in the SMS received;

We also remind you that you have the right to lodge a complaint with the Personal Data Protection Authorities [PDPA] if you consider that your rights have not been respected.

Further information on your rights with regard to your data can be found on the Personal Data Protection Authorities [PDPA] website ([www.pdp.gov.bh](http://www.pdp.gov.bh)).

### 1.5.2 How can you exercise your rights?

For any request relating to exercising your rights, you can make your request:

- through this form: <https://ajhizati.com/contact-us/>
- by post (with copy of your ID) sent to the following address:

Ajhizati.com  
P. O. Box 179, Manama, Kingdom of Bahrain.

Our departments will reply to you as soon as possible and at the latest within 7 working days after receipt of your request.

## 2. Our use of Cookies on your Devices

We describe below the trackers and/or cookies (hereinafter “Cookies”) that may be placed and/or read on your device when you use the Platform and the means available to you to accept or refuse such Cookies at any time.

### 2.1 What is a cookie?

A cookie is a small computer file that is stored and/or read, for example, when visiting a website or mobile application, regardless of the type of device you use (computer, smartphone, tablet, etc.).

There are several types of Cookies such as HTTP cookies, flash cookies, fingerprinting, identifiers generated by software or an operating system (serial number, MAC address, identifier for vendors (IDFV), etc.).

### 2.2 Which cookies do we use on the Platform?

An information banner is displayed when you first connect to the Platform in order to inform you prior to the placing of these Cookies, (1) of their presence and (2) allow you to choose your settings. We inform you that 4 categories of cookies may be installed when you browse our Platform:

#### 2.2.1. Necessary cookies

These Cookies are required for the proper functioning of the Platform. Within our Platform, we use:

- Cookies to store your choices on the placing of Cookies (which cookies you authorise);
- cookies that enable you to use the main features on the Platform, including:
  - identifying yourself and logging into your account;
  - displaying Products you have already viewed on the Platform;
- cookies that enable us to remember the content of your shopping basket on our Platform;
- cookies that enable you to pay for your Orders on the Platform;
- Cookies that enable balancing of equipment load;
- audience measurement cookies which are strictly necessary to provide our services.

These Cookies do not require your consent. However, you can set your browser to block them. If you block these trackers, the Platform may not function properly.

#### 2.2.2 Preference Cookies

These cookies allow us to optimise your browsing on our Platform and improve the content that we offer you.

By way of example, we have:

- Cookies to show you YouTube videos when available;
- Cookies to analyse your browsing and propose surveys and questionnaires to help us understand how you use the Platform and improve our Services.

You must accept these Cookies to benefit from them.

### 2.2.3 Statistics Cookies

These Cookies allow us to measure the audience on our Platform (number of visitors, duration of browsing, etc.) in order to improve its operation and the services offered.

These Cookies tell us:

- the value in BD and basket contents, even if the transaction is not finalised;
- the content of your searches on the Platform;
- your time stamp;
- your location (geolocation based on your IP address to the nearest city);
- the URL of the landing page and the URL of the website from which you arrived;
- your IP Address;
- the name, version, language and size of your browser and operating system window as transmitted by your browser.

We use “Google Analytics” to measure our audience. The use of Google Analytics results in the transfer of personal data to the United States. Please read the terms of service of Google Analytics: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/).

If you want to disable Google Analytics on your browser, you can install an add-on in your browser developed by Google: <https://tools.google.com/dlpage/gaoptout?hl=en>

### 2.2.4 Marketing cookies

These Cookies enable us to analyse your browsing to identify your interests and show you advertisements that are most likely to interest you when you browse the internet.

In this context, two types of Cookies can be placed on the Platform:

- “internal” Cookies placed and used by *Ajhizati.com*;
- so-called “third party” cookies placed, used and managed directly by our partner companies. We are joint data controllers for these Cookies with our partners.

These cookies enable to:

- analyse your browsing on the Platform (for example, the number of pages viewed, Products viewed, searches you have carried out);
- create performance statistics, including the total number of Users who clicked on the advertisements;
- show you the advertisements that are most relevant to you based on your browsing and profile when you visit another website on the partner network;
- limit the number of times the same advertisement is displayed to you;
- target advertisements to Users who have already visited or interacted with our Platform;
- ensure security, prevent fraud and debug;
- develop and improve the services provided.

You must accept these Cookies to benefit from them.

## 2.3 How long is my consent valid for?

Your consent is valid for a period of 12 months. You may at any time change your consent under “Manage Cookies”.

## 2.4 How long do Cookies last?

The duration of each Cookie is shown in the “Settings” section of our Cookie Management Tool.

## 2.5 How can you configure Cookies?

At any time, you can choose to indicate and change your Cookie preferences, as described below.

### 2.5.1. Cookie management platform used by *Ajhizati.com*

We use a tool that allows you to manage the placing of Cookies when you connect to the Platform. You can set the Cookies placed on the Platform at any time by clicking on "Manage Cookies" at the bottom of the website.

### 2.5.2 With your browser

In principle, your browser allows you to view, manage, delete and block Cookies on a website. You can configure your browser in such a way that:

- Cookies are stored on your device or, on the contrary, they are rejected, either systematically or according to their issuer;
- acceptance or rejection of Cookies is offered to you on an ad hoc basis, before a Cookie is likely to be stored on your device.

You are informed that if you delete all Cookies, you will lose all your choices. Any settings you change could affect your Internet browsing and your conditions of access to certain services requiring the use of Cookies. Your attention is drawn to the fact that a number of features necessary for browsing the Platform may be degraded due to the settings you have changed (difficulties with saving or viewing, etc.).

You can configure your browser software in such a way that cookies are stored on your device or, on the contrary, that they are rejected, either systematically or according to their issuer.

The configuration of each browser is different. It is described in your browser's help menu, which will let you know how to change your cookie preferences.

### 2.5.3 With your smartphone's operating system

You can manage the placing of Cookies in the rules of your smartphone's operating system.