

# PRIVACY POLICY

We protect the privacy and confidentiality of the Personal Information of our Customers, therefore, we have established this Privacy Policy which explains all the Personal Information we collect, as the purpose and treatment of such information. We strongly recommend that you read this Privacy Policy before accessing our Website and using our Services.

This document, describes our privacy practices that apply to the services we offer when you visit us at [www.alhussainitrading.com](http://www.alhussainitrading.com).

This Privacy Policy constitutes a contractual agreement between you and Al-Hussaini Trading Company.

By accessing and/or browsing and/or creating a customer account and/or using our Website and Services, you express your understanding and acceptance to the transfer, processing, and use of your Information in accordance with this Privacy Policy. All of our Customers are subject to the provisions of this Privacy Policy.

Definitions as any other provisions set out in our Terms and Conditions, will apply to this Privacy Policy.

In this Privacy Policy, every time we mention "You", "Your", "Customer" or "Customers", we will be referring to any visitor who may access, browse and use our Website and Services.

Our Website (<https://www.alhussainitrading.com>) hereinafter referred to as the "Website", belongs to and is operated by Al-Hussaini Trading Company, legally incorporated and domiciled in Saudi Arabia (collectively referred to as "We" and/or "Us" and/or "Al-Hussaini Trading"), and hosted from \_\_\_\_\_, Saudi Arabia.

About Al-Hussaini Trading:

- ❖ Commercial Registration Number: 4030053541
- ❖ Tax Registration Number: 300154966900003
- ❖ Toll Free Number: 800 244 2444.
- ❖ Unified number: 9200 29295
- ❖ Email Address: [CS@alhussainitrading.com](mailto:CS@alhussainitrading.com)

❖ Head Offices:

Jeddah

Address: 7859 Al Madinah Al Munawarah, Al Sharafeyah, Jeddah  
222344542, 10th floor, Al-Hussaini Trading Co

Phone: +966 012 6526000

Fax: +966 012 6526606

Riyadh Branch Office

Address: Al Olaya, Musa Ibn Nusair St, Akaria Mall. Riyadh 12244

Phone: +966 011 215 1000

Fax: +966 011 215 0516

Al-Khobar Branch Office

Address: King Salman Bin Abdulaziz Rd, Al Yarmouk, Al Khobar 34423

Phone: +966 013 8972006

Fax: +966 013 8978334

By visiting our Website at <https://www.alhussainitrading.com> we will offer you online shopping services on available commercial products, including shipping hereinafter the "Service" or "Services", subject to the following Privacy Policy and our Terms and Conditions.

The access and/or browsing and/or use of the Website and Services is subject to the provisions of this Privacy Policy.

We ensure that any Personal Information that you provide to us will be processed in accordance with the relevant Data Protection Principles and Personal Information Protection Acts as applicable.

Our privacy commitment includes ensuring the accuracy, confidentiality, and security of your Personal Information and allowing our Customers to request access to, and correction of their Personal Information.

We are committed to safeguarding the privacy of our Customers. This Privacy Policy will apply in regards to the collection, use or disclosure of any of your personal information. The following Privacy Policy explains how we deal with all the information collected from you, including your personal information, and the options available for you in respect to the policies we follow.

## **1. COLLECTION OF YOUR PERSONAL INFORMATION.**

The Personal Information collected by us will solely be used in reference to the Services provided by our Website. We will not share, sell, or trade this Information with any third parties. This does not apply to Information that is publicly available, which we may collect and display on our Website.

In this Privacy Policy, everytime we mention "Personal Information" and/or "Information" and/or Customer Data, we will be referring to any information about you that we collect when you access our Website and/or use our Services.

## ❖ INFORMATION YOU PROVIDE.

We will collect the information directly provided by our Customers hereinafter referred to as "Personal Information" and/or "Information", when they create an account hereinafter referred to as "Customer Account", as follows:

❖ First Name.

❖ Last Name.

❖ Email Address.

❖ Phone Number.

❖ Username.

❖ Password

❖ Any other details that may be required during registration process, as determined solely by us, from time to time.

We do not retain Information from you regarding bank accounts, credit cards or other payment methods.

By giving your Personal Information, you grant us consent to collect and use it in accordance with this Privacy Policy and our Terms and Conditions.

We reserve the right to confirm and validate Personal Information and any other information provided by you at any time. If we determine that the Personal Information provided by you is unlawful, erroneous or incorrect (totally or partially), we may suspend or cancel your account and your purchase.

We have the right to file any applicable claim or proceeding if you provide unlawful, erroneous or incorrect Personal Information, in addition to using any other legal remedy available according to applicable legislation.

## ❖ **INFORMATION WE COLLECT AUTOMATICALLY.**

We automatically collect Information about you exclusively to record how you make use of our Website and Services, and track your interaction with us for security, including Information about:

- ❖ The use of our Website and Services, and:

- IP address.
  - Sessions with views on your product pages.
  - Sessions with “Add to Cart” actions.
  - Session with transactions recorded.
- 
- ❖ The device you use to access our Website, including the device model, operating system and version, unique device identifiers, and network information.
  
  - ❖ Any other information that we collect from you while you use our Website and Services.

## **2. CONSENT.**

By accepting this Privacy Policy you agree to grant us a non-exclusive, worldwide, perpetual, irrevocable, royalty-free, sub licensable (through multiple tiers) right to exercise the copyright, publicity, and database rights (but no other rights) you have in your Personal Information, in any media now known or that may be known in the future, with respect to your Personal Information, solely for the purpose of enabling us the use of the Personal Information you provide to us for the use of our Services, and to avoid the violation of any rights over that Personal Information.

By accepting this Privacy Policy you agree that we are the Data Controllers of your Personal Information. We will only use your Personal Information in accordance with this Privacy Policy.

### **3. WHEN DOES OUR PRIVACY POLICY APPLY.**

You should know that our Privacy Policy applies to the following situations and activities:

- ❖ Online activities: Any Personal Information collected from you when you access our Website and/or use our Services.
- ❖ Phone contacts: Any Personal Information collected from you when you call us regarding any information about our Services.
- ❖ Other: Any Personal Information collected from you when you contact us by email or direct message through our Website.

### **4. WHEN DOES OUR PRIVACY POLICY NOT APPLY.**



Our Privacy Policy does not apply to any Personal Information provided by third parties and/or publicly available and/or not subject to any restrictions. We are not responsible for the privacy practices of third parties.

## **5. WHAT WE DO WITH YOUR INFORMATION.**

We collect, store and use your Personal Information in accordance with this Privacy Policy and with our Terms and Conditions to: verify your identity; provide you with our Services; process your payments; identify your preferences and meet regulatory requirements.

## **6. INFORMATION SHARED WITH THIRD PARTIES.**

By accepting this Privacy Policy you are providing us your consent so that we can share your Personal Information with the service providers named below (hereinafter collectively referred to as "Service Providers"), under our and/or their relevant privacy policies:

- ❖ PAYFORT: When we process your payments through our Website. For more information visit: <https://www.payfort.com>.
  
- ❖ AL-RAJHI BANK: When we process your payments into our bank account. For more information visit: <http://www.alrajhibank.com.sa/en>.
  
- ❖ ARAMEX : When we process your address and contact information to ship your products. For more information visit: <https://www.aramex.com>
  
- ❖ VAAL : When we process your address and contact information to ship your products. For more information visit: <https://www.vaal.me>
  
- ❖ \_\_\_\_\_: When we store your information into our cloud-based hosting service. For more information visit: [https://\\_\\_\\_\\_\\_.com](https://_____.com).

By accepting this Privacy Policy you agree that our Service Providers are the Data Processors of your Personal Information.

## **7. RETENTION OF YOUR INFORMATION.**

We may retain your Personal Information until necessary but for a limited period that may not exceed one year from the cancellation of your account.

## **8. ACCESS TO YOUR INFORMATION.**

You may issue queries or ask questions about your Personal Information at any time, by email or any any other way as appropriate, and we will provide you with said information.

## **9. RECTIFICATION OF YOUR INFORMATION.**

You may request, at any time, rectification on your Personal Information if you consider your Personal Information is inaccurate or incorrect, or when you wish to update your Personal Information.

## **10. OBJECTION OR DELETION OF YOUR INFORMATION.**

You may, at any time, object the use of your Personal Information or request its removal, once the period established in Section 7 of this Privacy Policy has ended. We may delete your Personal Information before the expiration of that period when such information is not necessary, at our sole discretion.

## **11. HOW CAN YOU CONTACT US ON YOUR PERSONAL INFORMATION.**

In order to receive proper response all requests referred to in Sections 8, 9 and 10 above must be sent by each Customer to the following email address:

[CS@alhussainitrading.com](mailto:CS@alhussainitrading.com), or by contacting us Toll Free by dialing: 800 244 2444.

## **12. DATA PROTECTION.**

The protection of your Personal Information is our priority. In this Section we describe how we handle the protection, confidentiality and security of all the Information we collect from our Customers.

### **❖ HOW WE PROTECT YOUR INFORMATION.**

We guarantee the privacy and confidentiality of your Personal Information and also guarantee that we have implemented physical and electronic security measures, as well as other appropriate administrative procedures to prevent unauthorized or illegal access by third parties to your Personal Information.

We will continually review and update our security policies and controls, as technology changes to ensure ongoing information security.

We implement and maintain reasonable and appropriate technical and organizational security measures to protect the personal data we process, from unauthorized access, alteration, disclosure, loss or destruction.

All your payments are processed securely on our Website through Payfort.

Should despite of our security measures, a security breach occur that is likely to result in a risk to your Personal Information, we will inform you as other affected parties, about the security breach as soon as reasonably possible.

We protect your information safely in a high security data center, adhering to stringent security controls, measures and protocols to safeguard the privacy of your information. While we shall use our best efforts to ensure that the privacy of all Information is kept secure, please note that it is an accepted fact that no data transmission conducted over the Internet and / or through other electronic channels can be guaranteed to be wholly secure. As such, please ensure that your information is not accessible or disclosed to anyone. Further thereto, we shall neither be held responsible nor liable for any damages or losses which you may suffer, whether directly or indirectly, as a result of the said Information being stolen, tampered with, copied, abused, misused or otherwise violated.

Our obligation to maintain the privacy and confidentiality of your Personal Information will survive for the term established in Section 7 of this Privacy Policy.

## ❖ **YOUR ACCOUNT SECURITY.**

To control access to your account on our Website, every Customer is required to introduce username and password. The username and password are the access key to your account. To ensure the integrity of your password, you are advised to do the following:

- When choosing a Password, do not choose one that can be easily guessed by other persons.
  
- Avoid using personal information such as your name, birth date, telephone number or words listed in a standard dictionary.
  
- Memorize your Password and do not write it down in any material that can be discovered by third parties.
  
- Password should never be revealed nor made accessible to anyone.

- For your further protection, you are encouraged to change your Password from time to time.
- If you have forgotten your Password, you may reset it by sending an email to us at: [CS@alhussainitrading.com](mailto:CS@alhussainitrading.com).

## 13. COOKIE POLICY.

We use cookies to provide a better service to our Customers. Your browser has a built-in function to store small text files called "cookies". These files contain information that allows our Website to recognize each Customer each time they use our Services. Our Website uses cookies to store your preferences, as well as any other information related to the use of our Website, to provide you with personalized features.

By accessing and using our Website and Services, you expressly agree that we may use cookies for the purposes described in this Section. If you do not agree with our use of cookies, please do not access or use our Website or any of our Services.

We use Cookies to:

- ❖ Identify you when you use our Website and Services.

- ❖ Help us determine if you have logged in.
- ❖ Store information about your preferences and customize our Services.
- ❖ Implement security measures to protect your Customer Account, including the prevention of fraudulent use of login credentials, and to protect our Website and Services.
- ❖ Display advertisements that will be relevant to you.
- ❖ Analyze the use and performance of our Website and Services.

## **14. USING AND DISCLOSING YOUR INFORMATION.**

We use your Personal Information to help us provide you with any Services you request. We may use your Personal Information kept on our records, and other information we may obtain from your current and past activities when using our Website, to: resolve disputes; troubleshoot problems; measure Customer interest and Services, inform you about our new offerings, Services, and updates; customize your experience; detect and protect us against error, fraud and other criminal activity; enforce



this Privacy Policy and our Terms and Conditions; and as otherwise described to you at the time of collecting your information. At times, we may look across multiple Customers to identify problems or resolve disputes, and in particular we may examine your Personal Information to identify Customers using multiple Customer IDs or aliases. We may compare and review your Personal Information for errors, omissions, and to verify its accuracy.

You agree that we may use your Personal Information to improve our Services and customize our content(s), layout, and Services. These uses improve our Website and better tailor it to meet your needs, so as to provide you with a smooth, efficient, safe and customized experience while using our Services.

You agree that we may use your Personal Information to contact you and deliver information to you that, in some cases, is targeted to your interests, such as targeted banner advertisements, administrative notices, product offerings, and communications relevant to your use of our Website and Services. By accepting this Privacy Policy and our Terms and Conditions, you expressly agree to receive this information, and expressly accept to receive ads.

You agree that we may share and/or disclose your Personal Information in accordance with applicable law. Some examples include but are not limited to: When collection, use or disclosure of Personal Information are permitted or required by law; In the event that an emergency threatens an individual's life, health, or personal security; If such Personal Information is available from a public source; In response to lawful requests by applicable local law enforcement agencies or regulatory agencies, or agencies with

responsibility to oversee and enforce national security; If we reasonably believe that it is required by law to share or disclose your information in order to prevent, investigate, or take action regarding illegal activities. In addition, to establish or exercise our legal rights or defend against legal claims; In any case where we may reasonably believe that sharing information is necessary to prevent serious damage to your person or property or to the person or property of any third party; We may share personally identifiable information and information related to your use of the Website, with companies or organizations connected to or affiliated with us, such as subsidiaries, sister-companies, parent companies and service providers such as an email service provider to send you emails on our behalf, with the express provision that their use of such information must comply with this policy.

## **15. INTERNATIONAL TRANSFER OF YOUR INFORMATION.**

We are domiciled in Saudi Arabia, and we process and store your Personal Information in Saudi Arabia, however, our Service providers may process and store it elsewhere.

If you are located outside Saudi Arabia and choose to provide us with Personal Information, we will transfer your Personal Information to Saudi Arabia for processing, and our service providers may process Personal Information in Saudi Arabia and elsewhere. These countries may not have the same data protection laws as the country in which you initially provided the information. When we transfer your Personal Information to Saudi Arabia, we will protect it as described in this Privacy Policy.

## **16. RESTRICTED ACTIVITIES.**

Your Personal Information and your activities with our Website shall not: (a) be inaccurate, incorrect or misleading; (b) be fraudulent; (c) infringe any third party's copyright, patent, trademark, trade secret or other proprietary rights or rights to publicity or privacy; (d) violate any law, statute, ordinance or regulation (including, but not limited to, those governing export control, consumer protection, unfair competition, anti-discrimination or false advertising); (e) be defamatory, trade libellous, unlawfully threatening or unlawfully harassing; (f) be obscene or contain child or adult pornography; (g) contain any viruses, trojan horses, worms, time bombs or other computer programming routines that may damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or any information.

## **17. PHISHING.**

Phishing websites imitate legitimate website in order to obtain personal or financial information. Identity theft and practices currently known as “phishing” are of great concern to us. For more information about phishing, you can visit:

<https://mci.gov.sa/en/ServicesDirectory/Pages/17-1.aspx>

In addition, if you believe you have received an email or had a similar interaction with a third party pretending to be us and/or our Website, please report this at

[CS@alhussainitrading.com](mailto:CS@alhussainitrading.com).

## **18. CHANGES TO THIS PRIVACY POLICY.**

We reserve the right to modify all or part of this Privacy Policy at any time. The modified Privacy Policy will be published on the Website and will come effective five (5) days following its publication on the Website. In case you do not agree to such changes, you must express so by contacting us at: [CS@alhussainitrading.com](mailto:CS@alhussainitrading.com), within five (5) days following such publication, in which case your Customer Account will be canceled. Upon expiration of this term, it will be understood that you have accepted such modifications made in our Privacy Policy.

We encourage you to periodically review our Website for the latest information on our privacy practices.

Last Updated: April 2020