

CORE TEAM

# Privacy Policy

Effective Date: April 30, 2025

United Arab Emirates

## 1. Introduction

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Welcome to Core Team ('we', 'our', or 'us'). We are committed to protecting your personal data and respecting your privacy in accordance with applicable laws of the United Arab Emirates, including Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL) and its implementing regulations.

This Privacy Policy explains how we collect, use, store, share, and protect your personal information when you visit our website, use our services, or communicate with us.

## 2. Data Controller

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Core Team is the data controller responsible for your personal data. Our registered address is in the United Arab Emirates. For all privacy-related enquiries, please contact our Data Protection Officer using the details provided in Section 11.

## 3. Information We Collect

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### 3.1 Information You Provide

- Contact details: name, email address, phone number, job title, and company name.
- Account information when you register for our services.
- Communications: emails, messages, or enquiries you send us.
- Payment information processed through our secure payment partners.

### 3.2 Information Collected Automatically

- Technical data: IP address, browser type and version, operating system, device identifiers.
- Usage data: pages visited, time spent, links clicked, referral sources.
- Cookies and similar tracking technologies (see our Cookie Policy for full details).

### 3.3 Information from Third Parties

- Business partners and service providers who assist in delivering our services.
- Publicly available sources such as professional directories or social media platforms.

## 4. Legal Basis for Processing

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We process your personal data under one or more of the following legal bases:

- Consent: where you have given clear and explicit consent to processing.
- Contractual necessity: to perform a contract with you or take pre-contractual steps.
- Legal obligation: to comply with UAE law or other applicable regulations.

- Legitimate interests: where processing is necessary for our legitimate business interests and does not override your rights.

## 5. How We Use Your Information

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- To provide, maintain, and improve our services.
- To process transactions and send related notices.
- To respond to your enquiries and provide customer support.
- To send administrative and promotional communications (where permitted).
- To detect, prevent, and address technical issues and fraudulent activity.
- To comply with legal and regulatory obligations in the UAE.
- To conduct analytics and improve user experience.

## 6. Data Sharing and Disclosure

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We do not sell, trade, or rent your personal information. We may share your data with:

- Service providers: cloud hosting, payment processors, analytics, and email providers — bound by strict confidentiality agreements.
- Professional advisors: lawyers, auditors, and insurers under confidentiality obligations.
- Regulatory authorities: when required by UAE law, court order, or government request.
- Business transfers: in the event of a merger, acquisition, or sale of assets, subject to continued privacy protections.

## 7. International Data Transfers

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Where we transfer your personal data outside the UAE, we ensure an adequate level of protection is in place through appropriate safeguards such as standard contractual clauses, binding corporate rules, or equivalent mechanisms recognised under UAE law.

## 8. Data Retention

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We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy or as required by applicable UAE law. Retention periods vary depending on the nature of the data and the purpose of processing. When data is no longer required, it is securely deleted or anonymised.

## 9. Data Security

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We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, accidental loss, disclosure, or destruction. These include encryption, access controls, and regular security assessments. However, no internet transmission is completely secure, and we cannot guarantee absolute security.

## 10. Your Rights

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Under UAE PDPL and applicable law, you have the following rights:

- Right of access: to obtain a copy of your personal data we hold.
- Right to rectification: to request correction of inaccurate or incomplete data.
- Right to erasure: to request deletion of your data under certain conditions.
- Right to restrict processing: to limit how we use your data in specific circumstances.
- Right to data portability: to receive your data in a structured, machine-readable format.
- Right to object: to object to processing based on legitimate interests or for direct marketing.
- Right to withdraw consent: without affecting the lawfulness of prior processing.

To exercise any of these rights, contact us using the details in Section 11. We will respond within the timeframe required by applicable law.

## 11. Contact Us

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If you have questions about this Privacy Policy or wish to exercise your rights, please contact:

**Core Team — Data Protection Officer**

United Arab Emirates

Email: [contact@coreteam.ae](mailto:contact@coreteam.ae)

Website: [www.coreteam.ae](http://www.coreteam.ae)

## 12. Changes to This Policy

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We may update this Privacy Policy from time to time. We will notify you of material changes by posting the revised policy on our website with an updated effective date. We encourage you to review this policy periodically.