

Privacy Policy

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RECITALS

This privacy policy (“**Privacy Policy**”) sets out Helpling’s (“**our**”, “**we**” and “**us**”) policy with respect to the way we use and disclose personal information about you (“**you**” and “**your**”) which is disclosed to us either directly or through our website at www.helpling.ae (the “**Website**”) which is operated by Lotus Internet Services FZE.

1. Collection of Personal Information

“**Personal Information**” means information from which your identity is apparent or can be reasonably ascertained. The types of information generally collected by us include your name, date of birth, residential and/or postal address, telephone number and email address.

By providing us with your Personal Information, you consent to the practices described in this Privacy Policy. When providing Personal Information to us, please be aware that there are risks involved in transmitting such information across the Internet. Helpling will not be held responsible for any or all damage occurring as a result of this. By using our services and providing Personal Information, you are accepting these risks and hereby indemnifying Helpling for any and all liability arising from the use of the Website.

2. Use and Disclosure of Personal Information

We will endeavour to only use your Personal Information for the purposes for which we have collected it and we will endeavour not disclose your Personal Information without gaining your consent except where such disclosure is required by law.

The use of your Personal Information may include the following:

- (a) to deliver services you have requested from us;
- (b) to confirm your identity; and
- (c) for direct marketing purposes.

Your Personal Information may be added to our database for ongoing marketing and educational purposes. The type of marketing and educational activities that we undertake includes forwarding to you various material to keep you updated about our services and other third parties issues which may come to our attention. If at any time you do not wish to continue receiving this information, we provide an “opt-out” procedure in each communication to you.

3. Opting Out

In each generic correspondence sent out to you, we will endeavour to include simple instructions on how you can immediately unsubscribe from the relevant mailing list. You can also opt out from receiving promotional material by contacting us directly.

4. Accessing, Updating and Correcting your Personal Information

You may request from us in writing to provide you with details of the Personal Information we hold about you. We will endeavour to process your request as soon as practicable. If we deny your request, we will provide reasons in writing as to our decision. To complain or contest our decision, please contact our Privacy Officer.

If you wish to amend Person Information that is out of date or incorrect, or if you wish for your Personal Information to be removed from our database, please contact our Privacy Officer.

5. Security

We have taken steps to secure our Website using industry standard technology. However, we cannot provide any guarantee with respect to the security of your Personal Information and you agree that we

will not be held liable for any breach of security or unintended loss or disclosure of information due to the Website being linked or associated with the Internet in any way.

We will use all reasonable endeavours to secure any Personal Information we hold about you and to keep this information confidential. Should you provide us with false or inaccurate information, we will not be held liable for holding or relying on such information, nor will we be held liable for any outdated information should you not provide us with your updated information. Your Personal Information is stored behind industry standard firewalls and where applicable, protected by user names and passwords. These are standard forms of protection and Helping may in its sole discretion, add or subtract forms of protection as it sees fit.

6. Cookies

You may be required to have a cookie-enabled browser to fully access the Website. A cookie is a piece of data stored on your computer tied to information about you. Cookies may be used to track your internet browsing activities and the websites you have visited.

We may, for statistical, security or quality purposes, use cookies to log the following information:

- (a) your internet protocol (IP) address;
- (b) the date and time of your visit;
- (c) the pages you have accessed and documents downloaded; and
- (d) the type of browser you were using.

7. Links

The Website may contain links to other websites. Please note that we are not responsible for the privacy practices of these sites. When you leave our Website, you should familiarise yourself with the privacy statement of that website prior to providing your Personal Information, as this Privacy Policy only applies to Personal Information collected by us or through our Website.

We will not be responsible for any liability arising from or in relation to access to a website separate from the Website. The Customer assumes all risk associated with accessing such a site upon clicking the link which has been provided. The Customer also hereby acknowledges that any such website accessed through a link provided on the Website is not part of Helping, employed by Helping, or associated with Helping in any way other than for the reasons wherefore the link has been provided. The Customer should familiarize themselves with the website they are accessing through the link before doing so and this website's own specific privacy policy.

8. Changes to this Privacy Policy

We may, from time to time, review, amend and update this Privacy Policy. When this occurs, we will post details of this update on the Website. We encourage you to periodically review this Privacy Policy so you are aware of our latest practices with respect to Personal Information.

We will not be liable for any loss or damage in relation to the failure to read an amended or updated Privacy Policy. This is your responsibility and we will not be held liable for ignorance or refusal to read these and hereby any result therefrom.

Hardcopies of this Privacy Policy are available upon request.

9. Contact Information

If you wish to exercise any of your rights under this Privacy Policy, have any questions, comments or complaints regarding our practices, or if you are of the view that we have not adhered to this Privacy Policy, you may write to our Privacy Officer by emailing privacy@helpling.ae or write us at Helping, Lotus Internet Services FZE, PO Box 334036, Dubai, United Arab Emirates.

Upon receipt of a complaint, we will work with you to resolve your complaint.