

PRIVACY & COOKIES POLICY

This Policy shall be effective from October 2022

1) INTRODUCTION

- 1.1. Your privacy is a top priority. We appreciate the trust you've placed in us via providing your data, we strive to be transparent in processing your data, and we work hard to keep your data secure.
- 1.2. Please take your time to read **MAMAHOOD** Application privacy policy, which describes how we collect your personal information, what type of information we collect about you, how we use this information, how long we keep this information, how we share this information, what are your legal rights and other practices.

2) SCOPE OF PRIVACY

- 1.1. **MAMAHOOD FZCO** (Hereafter referred to as “we”, “us”, “our”), is the controller of **MAMAHOOD's** Privacy Policy (the “**Mobile Application**”). Mamahood FZCO, a free zone company incorporated in Dubai Airport Free Zone and holding registration number 4965.
- 1.2. This Privacy Policy applies to information collected through **MAMAHOOD** Application and services and does not extend to other websites or applications to which we link, and specifically addresses our obligations in respect of applicable laws in the **UAE**.

3) WAYS TO COLLECT THE INFORMATION

We collect your personal information when you provide it to us directly. For example, when you register an account on **MAMAHOOD** Application, contact us or otherwise interact with us. We may also receive information about you from other sources, such as social media platforms and other third parties. In addition, we may collect information about your activity on the services automatically using tracking technologies, such as cookies, and pixel tags.

If you submit any personal information related to other people to us or to our service providers, partners and/or associates in connection with the application or its services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Policy.

4) COLLECTION OF PERSONAL INFORMATION

We collect various types of information through **MAMAHOOD** Application or in connection with the services, including; personal information that identifies (whether directly or indirectly) a particular individual, such as your name, gender, nationality, email address, mobile number, and date of birth; and anonymous information that does not directly or indirectly identify, and cannot reasonably be used to identify, a particular individual. Examples may include information about your device ID token, information collected through tracking technologies, demographic information that you provide to us, and de-identified data. For example:

- “**Account Information**”: when you create an account in the application, we will collect certain personal information that can be used to identify you, such as name, Email

address, phone number, Nationality, Language, Date of Birth, Age, Emirate, Area of residence in UAE, your location).

- **“Services Information”**: When you use the application, we will collect information related to the services such as Information you provide to our Application forum, message boards, and during online doctors’ consultations. We also collect information about your current motherhood stage (such as aspiring mama, mama to be, mama, Child age or weeks number of pregnant, and other information).
- **“Technical Information”**: whenever you use our Service, we automatically collect specific information and store it in log files, this information includes your device’s Internet Protocol (“IP”) address, Internet service provider, referral/exit pages, device name, advertising ID, operating system version, types of add-ons, date and time, number of clicks, information about your use of our services, and data related to networked devices.
- **“Device Information”**: refers to certain information that is collected automatically through your device, such as your device type, screen resolution, operating system name and version, device manufacturer and model, language, and the name and version of the services you are using. We use this information to ensure that the services function properly.
- **“Application Information”**: When you download and use the application, we and our partners and service providers may track and collect usage data, such as the date and time the application on your device accesses our servers and what information and files have been downloaded to the application based on your device number.
- **“Geo-Location Information”**: refers to information that may be collected by certain application features that identifies your physical location either continuously or while you are using the Application. such as your device’s GPS signal or information about nearby Wi-Fi access points and cell towers that may be transmitted to us when you use certain services and enable the location function. If you wish to change our access or permissions, you may do so in your device’s settings.
- **“Communication Information”**: We collect personal information from you such as email address, phone number, or mailing address when you request information about our services when you call our technical support or otherwise communicate with us.
- **“Tracking Information”**: We and certain trusted partners operating with us or on our behalf may collect information about your activity on the services using tracking technologies, including cookies, pixel tags, and/or other similar technologies.
- **“Information from other sources”**: Advertisers, developers, publishers, affiliate partners, and other third parties may share information with us as well. We may use this information to help target or measure the performance of ads. We may receive information about you from other services when you use their service to log in to **MAMAHOOD** Application for example Facebook, Twitter, Instagram, and/or others.

5) USE OF PERSONAL INFORMATION

We might use the information that we collect from you in **MAMAHOOD** Application, for the following purposes:

- 5.1. To present our Services and their contents and enable you to use them.
- 5.2. To manage Application accounts, provide customer service, and process payments for purchases.
- 5.3. To communicate with you about your account or transactions with us.
- 5.4. To provide you with advertising based on your preferences on the application and its services.
- 5.5. To detect, investigate and prevent activities that may violate our policies or be illegal.
- 5.6. To comply with our legal and regulatory obligations and enforce the terms and conditions and otherwise protect our rights and operations and the rights of our users.
- 5.7. To notify you about changes to our Services, our terms and conditions applicable to the Services, or this Privacy Policy.
- 5.8. To contact you for your views on our services and to notify you occasionally about important developments to the application or services.
- 5.9. To purposes whether statistical or analytical and to help us prevent fraud.
- 5.10. To fulfill any other purpose for which you provide it or with your consent.

6) SHARE OF PERSONAL INFORMATION

We may share your information with third parties to provide the application and our services, in the following limited circumstances:

- 6.1. **Share Information with Business Service Providers:** We may share the personal information we collect about you with our third-party service providers. These categories include:
 - IT technology service providers that we use to support maintain and provide our technology and IT infrastructure that supports our application and the storage of your information.
 - Payment service providers that we use to process your payment information (including your credit cards details) so that we can collect payment from you.
 - Anti-fraud service providers that we use to access and process your information and associated orders in order to check for any fraudulent behavior.
 - Management service providers, that allows us to provide you our customer service and improve and manage your customer experience.
 - Analytics Service Providers that we use to assist us in the improvement of the application.
 - Marketing tools service providers that we use to help us to enable our marketing.
- 6.2. **Share Information for Advertising Service:** We can provide your information to our advertising and social media partners, where require the data to select and serve relevant adverts to you and others.
- 6.3. **Share Information for Business:** We may share information with a third party in connection with negotiations such as a merger, acquisitions, reorganization, asset sale, joint venture, assignment, transfer or any similar disposition of all or any portion of our business, or assets.

7) RETENTION PERIOD OF PERSONAL INFORMATION

- 7.1. We will retain your personal information for the period necessary to fulfill the purposes set out in this Policy unless a longer retention period is required or permitted by the laws of the **UAE**.
- 7.2. We will retain your personal information associated with your account in our archives for as long as you remain a user of the **MAMAHOOD** Application and services, for internal analysis purposes, to strengthen the security, or to improve the functionality of our Service and enforce our legal policies.

8) PROTECTION OF PERSONAL INFORMATION

- 8.1. The security of your data is important to us, so we seek to preserve all user information and not be viewed by any person in contrary to our policy in force. We also work to protect this information through "designated servers" protected by electronic protection systems.
- 8.2. We take all necessary and appropriate security measures to protect your personal information from loss, damage, alteration, disclosure, unauthorized access, or unintentional and unlawful use. However, this level of protection cannot be 100% effective unless you have your own security policies. You should not share your account data with anyone.

9) TRANSFER OF INFORMATION

- 9.1. Your information, including personal data, may be transferred to and maintained on – computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.
- 9.2. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.
- 9.3. We take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy, and no transfer of your personal data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

10) THIRD-PARTY WEBSITES

Where the **MAMAHOOD** Application, or any other part of the service, links to other websites, such other websites do not operate under this privacy policy. We recommend you to review the privacy policy posted on such other websites to understand their procedures for collecting, using, and disclosing personal data.

11) GOOGLE MAPS

This mobile application uses Google Maps APIs. You may find the Google Maps APIs Terms of Service here. To better understand Google's Privacy Policy, please refer to this link.

By using our Maps API Implementation, you agree to be bound by Google's Terms of Service. You agree to allow us to obtain or cache your location. You may revoke your consent at any time.

12) YOUR LEGAL RIGHTS

- 12.1. you have the following rights unless provided otherwise by local law:

- 12.1.1. The right to request access to your personal data, this enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- 12.1.2. The right to request correction of the personal data if that is inaccurate or incomplete, though we may need to verify the accuracy of the new data you provide to us.
- 12.1.3. The right to request the erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us to continue to process it.
- 12.1.4. The right to request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data if you want us to establish the data's accuracy; where our use of your data is unlawful but you do not want us to erase it; where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- 12.1.5. The right to request a copy of your personal data in a structured, commonly used, machine-readable format.
- 12.1.6. The right to object to the processing of your personal data. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your data which override your rights and freedoms.
- 12.1.7. The right to withdraw your consent at any time when we rely on your consent to process your personal data.
- 12.1.8. The right to complain to a data protection authority.
- 12.2. Please note that we may ask you to verify your identity before responding to such requests. Please note, we may not be able to provide Service without some necessary data.

13) PRIVACY POLICY CHANGES

- 13.1. From time to time, we reserve the right to make amendments or changes to this Policy; we encourage you to review this Policy periodically to ensure that you understand how we collect, use and share information through **MAMAHOOD** Application and its services. If we do make changes to this Policy, we will also update the "**Effective Date**" posted at the top of the policy.
- 13.2. Any changes to the Policy will become effective when the revised Policy is posted on the application. By continuing to use the application and its services following such changes, you are agreeing to accept the terms of the revised policy.

14) CHILDREN INFORMATION

MAMAHOOD Services are not directed to children under the age of eighteen (18), and we request that they not provide any personal data through the Services.

15) COOKIES POLICY

- 15.1. Cookies are files with a small amount of data that are commonly used as anonymous unique identifiers. These are sent to your browser from the websites that you visit and are stored on your device's internal memory.
- 15.2. Cookies record information about your online preferences and help us to tailor our services to your interests. Information provided by cookies can help us to analyze your use of our services and help us to provide you with a better user experience.
- 15.3. We use cookies and similar technologies for such purposes as to personalize your experience, enhance security, facilitate navigation, display material more efficiently, recognize the device that you are using to access the services, understand how the services are used, and measure the effectiveness of ads.
- 15.4. Categories of cookies:
- Essential Cookies: These cookies let you move around the application and use essential features like secure and private areas.
 - Analytic Cookies: These cookies let us understand how you use our Application (e.g. which pages you visit), provide statistics on how the application is used, and improve the application by identifying any errors, and performance issues.
 - Session Cookies: These cookies are used to run our application, and to identify and prevent security risks. For example, we may use these cookies to store your session information to prevent others from changing your password without your username and password.
 - Preference Cookies: These cookies are used to remember your settings and preferences, and to improve your experience on our application. For example, we may use these cookies to remember your language preferences.
 - Security and Performance Cookies: These cookies are used to collect information about how you use the Application, monitor performance, and improve our application performance, and our services. For example, we can use these cookies to learn more about which features are the most popular with our users and which ones might need some tweaks.
 - Advertising Cookies: These cookies are used to deliver advertisements, to make them more relevant and meaningful to consumers, and to track the efficiency of our advertising campaigns, both on our services and on other sites or mobile applications. Our third-party advertising partners may use these cookies to build a profile of your interests and deliver relevant advertising on other sites.
 - Social Media Cookies: These cookies are used when you share information using a social media-sharing button or “like” button, or when you engage with our content on these platforms such as Facebook or Twitter. Rejection of these cookies may result in you seeing ads that are not related to you or that you are unable to link effectively with these platforms; these cookies expire in 1 year.
- 15.5. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your device. If you choose to refuse our cookies, you may not be able to use some portions of this Service.

16) POLICY APPROVAL

You acknowledge that you have read this policy. By continuing to use the application or Services constitutes your agreement to be bound by this policy. If you have any questions or concerns, please contact our customer service.

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