

Privacy Policy

Last updated: October 2026

Deployflow AI Technology Services L.L.C (“we”, “our”, “us”) is committed to protecting your privacy and handling your personal data in a transparent and secure way. This Privacy Policy explains what personal information we collect, how we use it, and what rights you have.

1. Who We Are

Deployflow AI Technology Services is the data controller for the personal information collected through this website.

- **Address:** Level 20, 48 Burj Gate, Sheikh Zayed Road, Dubai
- **Email:** dpo@deployflow.co

Our appointed Data Protection Officer (DPO) is Anna Radosh, and she can be contacted at: dpo@deployflow.co

2. What Information We Collect

We collect and process Personal Data (i.e. data relating to an identified or identifiable natural person) that is relevant to our interactions with you and the operation of our website and services. Depending on how you interact with us, this may include:

- **Contact details:** such as your name, email address and telephone number.
- **Company and job role information:** such as your company, job title or role.
- **Enquiry and communications details:** information you provide when you contact us or communicate with us.
- **Marketing and subscription details:** such as your communication preferences and information you provide when you subscribe to receive updates from us.
- **Technical and usage information:** such as online identifiers (e.g. IP address), device/browser information and information about how you interact with our website (including cookies and similar technologies).

Where we process information that reveals (directly or indirectly) health information, criminal records, biometric data, religious beliefs or other information treated as Sensitive Personal Data, we will handle it with additional care consistent with applicable law.

3. How We Use Your Information

We use your Personal Data for the following purposes (and we do not use it for other purposes without an appropriate basis/permission where required):

- Provide and administer our website and services
- Respond to enquiries and support requests
- Send you updates and marketing communications where you have chosen to receive them
- Maintain business records and support compliance with applicable obligations
- Monitor website performance and improve user experience

4. Legal Grounds for Processing

We process Personal Data in accordance with applicable UAE data protection and privacy laws. In practice, this means we will:

- be **transparent** with you at the point of collection about who is collecting your data, why it is needed and how it will be used.
- use Personal Data only for limited and explicitly stated purposes, and not for other purposes without first obtaining informed consent where required.
- apply proportionality, including collecting the minimum data required for the stated purpose and not keeping it longer than necessary for that purpose.
- process your Personal Data for specific purposes, such as sending newsletters or operating non-essential cookies, where you have provided your explicit consent. We may also process your Personal Data where such processing is necessary for the performance of a contract with you or to take steps at your request prior to entering into a contract. Where processing is based on your consent, you may withdraw that consent at any time, although this will not affect the lawfulness of any processing carried out before the withdrawal of consent.
- process your Personal Data where such processing is necessary for compliance with a legal or regulatory obligation to which we are subject, including obligations relating to taxation, accounting, anti-money laundering, fraud prevention, regulatory reporting, or the establishment, exercise or defence of legal claims.
- process your Personal Data where such processing is necessary for our legitimate interests or the legitimate interests of a third party, provided that such interests are not overridden by your rights under current UAE legislation, freedoms and interests. Such legitimate interests may include operating, maintaining and improving our services, ensuring the security of our systems and website, preventing fraud, conducting internal administration and business operations, enforcing our legal rights, and pursuing our legitimate commercial objectives. Where required by applicable law, we will conduct an assessment to ensure that our legitimate interests are balanced against your rights and

interests. Our legitimate interests include:

- Managing our business relationships.
- Responding to business enquiries.
- Improving the user experience of our website and services.
- Conducting marketing and analytics to understand our audience and business performance.
- Protecting our business from fraud and ensuring the security of our IT systems.

5. Sharing Your Data

We do not sell your personal data. We may share Personal Data with third parties where needed for the purposes explained in this policy, and we will be transparent about such sharing at the point of collection and will only use data for explicitly stated purposes.

We may share it with the following types of third parties:

- **IT Hosting and Cloud Services:** To store our website data and run our applications.
- **Analytics Services:** To help us understand how people use our website.
- **Email Platforms:** To manage our newsletters and communications.
- **Professional Advisers:** Such as legal or tax consultants, when necessary.
- **Regulators or Authorities:** When required by law.

6. Retention of Data

We only keep Personal Data as long as is necessary for the purposes described above. After the relevant period, we will take steps to delete or anonymise the data in accordance with our internal procedures:

7. International Data Transfers

Where Personal Data is handled by third parties contracted to manage data and services on our behalf (which may include service providers located outside the UAE), we require such parties to apply appropriate privacy and data-management practices consistent with the principles in this policy (including transparency, purpose limitation, proportionality and security safeguards).

8. Cookies & Tracking

We use cookies and similar technologies to make our website work and to understand usage and improve user experience. We explain how cookies are used and how you can manage preferences in our Cookie Policy.

9. Your Rights

You may have certain rights in relation to your Personal Data, subject to applicable UAE data protection law, including the right to request information about and access to your personal data, request rectification, updating or erasure, request restriction of processing, object to/ask us to stop, processing (including certain automated processing), and withdraw your consent where our processing is based on your consent (in which case we will cease processing once consent is withdrawn).

To exercise these rights, please contact us at **dpo@deployflow.co**. We may need to request additional information to verify your identity and/or clarify your request. If you have concerns about how we use your personal data or believe there has been a violation, you may file a complaint with the **UAE Data Office**, in accordance with the procedures and rules it establishes.

10. Automated Decision-Making

We do not carry out automated decision-making that produces legal or significant effects on you. If this changes, we will update this policy.

11. Security

We use appropriate technical and organisational measures to protect personal data against unauthorised or unlawful access, use, disclosure, alteration or loss. We regularly review our security measures and restrict access to personal data to those who need it for legitimate business purposes.

12. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our business, our processing activities or applicable legal requirements. The latest version will be published on this website, and the “Last updated” date will be revised accordingly.

If we intend to use your personal data for a new purpose, we will update this Privacy Policy and, where required, bring the change to your attention before we begin the new processing.