

GU GROUP E-MAIL PRIVACY POLICY

You have landed on this page because you are exchanging emails or are otherwise communicating with GU Group and its employees within the scope of our past, present or prospective business relationship.

In light of the entry into force of the new European General Data Protection Regulation (“GDPR”) on the 25th of May 2018, we would like to inform you of our updated Privacy Policy governing the collection and processing of our clients’, providers and business partners’ personal data as follows.

GU Group is committed to protecting the personal data of its clients and would like to provide you with the following information.

1. What are the categories of personal data that we process

Our company processes the following personal data of our clients, suppliers and partners:

- (i) basic identification particulars (including name, address, telephone number and email address);
- (ii) job position;
- (iii) data relating to the services provided and/or exchanged.

2. Why we process your personal data

We collect and process your personal data for the purposes of providing our services to you or receiving your service and ensuring that we comply with our obligations arising from the law and our agreement with you. We may also use personal data of our clients so as to send you updates and proposals for new business from our company, provided that the individuals concerned do not object to such use.

The legal basis for the processing of the personal data of our clients, suppliers and/or their employees is the performance of our contract and the provisions of our or your services, the compliance of our Company with a legal obligation, the establishment, exercise or defense of legal claims and the existence of an overriding legal interest of our Company. In cases that we use personal data for marketing activities, the legal basis of the processing is the recipients’ consent.

3. To whom we disclose your personal data

The personal data that we collect shall not be disclosed to any third party. As an exception, personal data may be disclosed to competent public authorities and courts for the fulfilment of our company’s obligations arising from the law and for the exercise and defense of our legal rights, and to service providers engaged by us,

such as IT service providers, and only to the extent necessary for the provision of their services to us. These companies act as data processors and are under the obligation to process personal data exclusively on behalf and under our company's written instructions without having the right to further use this data for their own benefit.

4. How long we retain your personal data

As a general rule, GU Group stores the personal data of its clients for a period of twenty (20) years as from the end of our cooperation with our clients. Shorter data retention periods apply depending on the nature and purposes of personal data.

5. Security of your personal data

The security of our clients' personal data is of paramount importance for us. GU Group is committed to maintain the highest technical and organizational measures to protect the integrity, confidentiality and availability of personal data and to protect them against unauthorized access, misuse, disclosure, unlawful destruction or loss.

6. Your rights

Pursuant to the General Data Protection Regulation and the applicable data protection laws, individuals have the right to request access to their personal data and to request rectification, erasure, restriction or objection to the processing of their data. Individuals also have the right, under certain conditions, to request from us to receive their personal data in a structured, commonly used and machine-readable format and to ask us to transmit them to another company suggested by them.

In case you want to exercise the aforementioned rights or you have questions in relation to the processing of personal data conducted by our Company, please send us an email at privacy@gugroup.com. If you consider that our firm violates the applicable data protection laws when processing your personal data, you have the right to lodge a complaint with the UAE Data Protection Authority.