



# Privacy Policy v1.2

PARTMAKER.AE

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## Introduction

This notice tells you what to expect when PartMaker.ae (hereafter referred to as **PM**), a division of Eminent Fusion General Trading LLC (hereafter referred to as **EFGT**) uses your personal data.

It does not provide exhaustive detail of all aspects of our collection and use of personal data, but we are happy to provide any additional information or explanation needed.

Any requests for this should be sent to [info@partmaker.ae](mailto:info@partmaker.ae).

This privacy notice applies to information we collect about:

- visitors to our website;
- those who make an enquiry about our services through this website.

**PM** is committed to protecting and respecting your privacy and our use of personal data on this website is aimed at helping us achieve these aims and to provide our customers with the best service we can.

## Links to other websites

This privacy notice does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

## Changes to this privacy notice

We keep our privacy notice under regular review. Any change privacy notice will be reflected in the same link.

## Your Rights

### A right to information and access

You have the right to know whether **PM** is processing your personal data and to have access to the personal data we may have about you.

You may also request information about: the purpose of the processing; the categories of personal data concerned; who we might have shared the data with; what the source of the information was (if you didn't provide it directly to us); and how long it will be stored for.

Reasonable access to your personal data will be provided at no cost upon request made to [info@partmaker](mailto:info@partmaker).

To make sure we do not disclose your information to someone else, we may ask you to provide information to confirm your identity. This may include asking you to provide identification documents.

If access cannot be provided within 30 days, we will provide you with a date when the information will be provided.

If for some reason access is denied, we will provide an explanation as to why access has been denied.

### A right to correct

You have a right to correct the information we hold about you if it is inaccurate. Where we need to investigate the accuracy of the data, you have the right to request we restrict our use of that data.

### A right to erasure

You may request that we erase the data we hold about you; but this is not an absolute right and is subject to exceptions. Where we have a lawful reason to retain your data even when you request we delete it, you have the right to restrict our use of your data to that reason only.

### A right to object to the use of your personal data for direct marketing

There are several ways you can stop direct marketing communications from us:

- Click the 'unsubscribe' link in any email communication that we send you. We will then stop any further emails.

Note: We will retain a copy of that email address on our "master do not send" list in order to comply with your no-contact request.

Please note that you may continue to receive communications for a short period while our systems are fully updated.

## The reasons we can lawfully use your data

We only use your personal data when we have a lawful basis to do so.

### Consent

In some situations, we collect and use your personal data with your consent e.g. when you subscribe to receive our email newsletters.

## Performance of a Contract

In most cases, we need to use your personal data in order to provide the services you have asked us for (or to allow others to do so on our behalf).

e.g. when you contact us to request information about our services or place an order with us.

## Legal Obligation

If the law requires us to, we may need to collect and process your data.

## Legitimate interest

We may use your personal data to pursue our legitimate businesses interests in a way which might reasonably be expected as part of running our business as long as it does not materially impact your interests, rights and freedoms.

These legitimate business interests can include:

- enhancing, modifying, personalising or otherwise improving our website and related communications for the benefit of our clients;
- understanding how people interact with our website;
- determining the effectiveness of our marketing and communications.

This can also apply to uses which are in your interests and those of others such as those which

- identify and prevent fraud or other illegal activity;
- enhance the security of our network and information systems.

## When do we collect your personal data?

- When you visit our website.
- When you enquire about our services or place an order;
- When you engage with us on social media;
- When you contact us by any means with queries, complaints etc.

## What happens if you don't give us your data?

The information on our website is available without giving us your personal data.

However, some personal data is needed so we can supply you with the services and information you have requested.

## What personal data do we collect, why and how do we use it?

We only collect the personal data we need to provide you with the services you have asked us to.

The amount of information we collect about you depends on your relationship with us. This notice refers to the information we collect through this website only.

### Contact Information

To begin with, this is normally your name and preferred contact method such as email address.

#### How we use it

We use this information to keep in touch with you and provide you with the information about our services you have asked us to e.g. to give you more information about the ways we can support your project and provide costs.

### Biographical Information

Most of the information we gather as part of the proposal process is about your business and its needs; but we may also gather background information which could include personal information such as your educational or professional history.

#### How we use it

We gather this information to better understand which of our services may be of particular benefit to your business in order to maximise the value you get from your relationship with us.

Sometimes the information will be provided by your employer as part of their discussions with us e.g. in providing us with contact details for and information about the members of staff best placed to work alongside us on your project.

### Financial information

We record information about your business's budget for the services you have asked us to provide and other information such as turnover and profit or the value to your business of a certain project. While this information is about your business it may be classed as personal data if you are a sole trader.

We are also legally obliged to maintain proper business records and meet our legal reporting obligations such as those to Federal Tax Authority.

### How we use it

We mainly use this information in order to enter into a contract with you (i.e. provide you with a proposal for our services); but may also use it in our legitimate business interest by combining it with other data such as information from the government in order to improve our services and marketing by understanding the types of business who best suit the way we work.

### Data about your preferences

This includes a number of different types of information depending on the service you are asking us to provide e.g. the website form used to submit a quote asks for information about the materials, quantities and finishes involved in your project.

### How we use it

This information is used to provide your business with the services it requests and, in an aggregated form, in our legitimate interest ensure we monitor and develop future services in line with the expectations of our target audience.

This information will also be used to address complaints from you and to establish or defend legal claims including providing information to law enforcement in the event we, or our users, have been the victims of crime such as fraud or attempted fraud.

### Your contacts with us

Details of your contact with us online, by email, telephone, or through the postal service. Your contact details including social media username(s).

### How we use it

To respond to your queries and complaints and to manage our relationship with your business. We need to use the information we hold about you to respond. We may also keep a record of your contacts with us to inform any future communication with you. We do this on the basis of our contractual obligations to you or your employer's business and our legitimate interests in providing you with a good level of service and understanding how we can improve our service based on your experience.

### People who contact us via social media

If you send us a private or direct message via social media the message will be stored by the social media platform you use to contact us. We will normally delete the message after around three years, but your copy will be retained until you delete it and we urge you to read the relevant platform's privacy notice for more information about their use of your personal data before you use it to contact us.

### Combining the data we hold about you

We want to give your business the best possible service. One way to achieve that is to get the richest picture we can of who you are by combining the data we have about you e.g. by combining information about the orders you have placed with details of the newsletter emails you have opened.

We then use this picture to offer you improved information about other products and services that are most likely to interest your business.

We may also combine information that you provide to us with publicly available information such as that from LinkedIn, government economic departments or your company's press releases to better understand your business and how our services may assist you.

We do this as part of a legitimate interest in understanding our clients and providing the highest levels of service as this allows us to tailor our services and promotions and to let your business know about services which are likely to be of interest based on which services it has used in the past and/or information which is publicly available about your business and its activities.

### Technical Data that identifies you and how you use <https://partmaker.ae/>

Your IP address, login information, browser type and version, session ID, time zone setting, browser plug-in types, geolocation information, operating system and version.

The pages you visit, the path you take through our site, page load times, errors you receive, how long you stay on our pages, what you do on those pages, how often, details of jobs viewed or applied for and any search terms you entered etc.

This information is normally gathered using cookies in your web browser

### How we use it

We use this information for a number of purposes related to providing the services you ask us to provide e.g. the ability to send us a message online using live chat or to remember your cookie settings.

We also use this information in our legitimate business interests such as improving and personalising our website or to protect our business from fraud and other illegal activities.

### How we protect your personal data

We take the privacy of our customers and the security of their data seriously. With this in mind we maintain physical, technical and administrative safeguards.

We restrict access to your personal data to those employees who need that information to perform their role and help provide services to you.

We provide training to all our employees about the importance of maintaining the confidentiality and security of your information.

Please contact us if you have any questions about the security measures we have in place.

### How long will we keep your personal data?

We'll only keep your personal data for as long as is necessary for the purpose for which it was collected and to comply with applicable law or resolve disputes. This means we set retention periods for all the personal data we collect.

When that retention period has passed, your data will either be completely deleted in a secure manner or anonymised e.g. by aggregation with other data in a non-identifiable way for statistical analysis and service planning purposes.

How long we will keep your data for depends on the nature of the relationship we have with you. Please contact us if you would like more details, but some examples of data retention periods are:

### Expressions of Interest

Where you have provided your personal details as part of an expression of interest in our services but have not become a client, we will retain your personal information for up to 5 years during which period we may contact you with developments we think may be of interest to you. We do this as part of our Legitimate Interest in promoting our services to your business or employer rather than to you as an individual.

After this period, we will remove your personal information although we may retain information about your business and its interactions with **PM** in an anonymised format in order to inform our business planning and research.

As always, you have the right to opt out of our use of your personal data for our legitimate interests. Please contact us if you wish to do so.

## Clients

We keep the information you have provided for as long as we have an active business relationship with you in order to provide the services you have asked us to.

After our business relationship ends, we will retain your information and information about your company's business transactions with us for up to seven years.

After this point we retain details of your business's relationship with us in an anonymised format in order to inform our business planning and research.

## Who do we share your personal data with?

We do not reveal your personal data to third-parties unless:

- you request or authorise it;
- the information is provided to comply with the law (for example, to comply with a court order);
- to protect our rights, property or safety, or the rights, property or safety of our employees or others. This includes exchanging information with law enforcement organisations for the purposes of the detection or prevention of crime; or
- the information is provided to protect your health, safety or other vital interests or the health, safety or other vital interests of another; or
- the information is provided to our sub-contractors, agents, vendors or service providers who perform functions on our behalf; or
- to address disputes, claims, or to persons demonstrating legal authority to act on your behalf.

## Examples of the kind of third parties we work with

IT, software and SaaS companies who support our website and other business systems.

## Sharing your data with third parties for their own purposes:

We will only do this in very specific circumstances, for example:

We may, from time to time, expand, reduce or sell **PM or EFGT** and this may involve the transfer of divisions or the whole business to new owners. If this happens, your personal data will, where relevant, be transferred to the new owner or controlling party, under the terms of this Privacy Notice.