

24TTL DIGITAL MARKETING SOLUTIONS DMCC PRIVACY POLICY

November 27, 2024

Background

24TTL DIGITAL MARKETING SOLUTIONS DMCC understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone and will only collect and use personal data in ways that are described in this Policy, and in a way that is consistent with our obligations and your rights under the law. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is deemed to occur upon your first use of our Site. If you do not accept and agree with this Privacy Policy, you must stop using our Site immediately.

Who we are

We (“24TTL DIGITAL MARKETING SOLUTIONS DMCC“, “we”, “our” and “us”) are: 24TTL DIGITAL MARKETING SOLUTIONS DMCC, registration number DMCC146310, registered address: Astrolabs, R5 Retail Level, Cluster R, Jumeirah Lakes Towers, Dubai, UAE, Unit Code RET-R6-097.

1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

“Cookie” means a small text file placed on your computer or device by our Site when you visit certain parts of our Site and/or when you use certain features of our Site. Details of the Cookies used by our Site are set out in Part 13 below.

2. What Does This Policy Cover?

This Privacy Policy applies only to your use of <https://24gen.ai/> (hereinafter – Site). Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

3. What is Personal Data?

Personal data is defined as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers. Anonymous information, which we are not in a position to relate to you, does not qualify as personal data.

4. What Are Your Rights?

You have the following rights, which we will always work to uphold:

The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 14.

- a) The right to access the personal data we hold about you. Part 12 will tell you how to do this.
- b) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 14 to find out more.
- c) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 14 to find out more.
- d) The right to restrict (i.e. prevent) the processing of your personal data.
- e) The right to object to us using your personal data for a particular purpose or purposes.
- f) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- g) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 14. If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Data Protection Commissioner at the Site provided above.

5. What Data Do We Collect?

Depending upon your use of our Site, we may, if applicable, collect some or all of the following personal and non-personal data (please also see Part 13 on our use of Cookies and similar technologies):

- IP address
- Name (including family name)
- Login
- Web browser type and version
- E-mail
- Phone number
- Operating system
- A list of URLs starting with a referring site, your activity on our Site, and the site you exit to

6. How Do We Use Your Personal Data?

We must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for one of the following purposes:

- Providing and managing your access to our Site
- Personalising and tailoring your experience on our Site
- Supplying our products and services to you
- Personalising and tailoring our products and services for you
- Supplying you with information by email and/or post that you have opted-in to

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email and/or post with information, news, and offers on our products and/or services. You will not be sent any unlawful marketing or spam.

7. How Long Will We Keep Your Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected.

8. How and Where Do We Store or Transfer Your Personal Data?

We may store some or all of your personal data in countries that are not part of the European Economic Area (EEA). We store your data with external third parties, as detailed in Part 9.

9. Do We Share Your Personal Data?

We will not share any of your personal data with any third parties except as directly indicated in this Policy.

10. How Can You Control Your Personal Data?

You may opt out of direct marketing and manage your personal data preferences.

11. Can You Withhold Information?

Users may access certain areas of our Site without providing personal data, but some features may require data submission.

12. How Can You Access Your Personal Data?

You may request copies of the personal data we hold about you or request corrections.

13. How Do We Use Cookies?

We use cookies for various purposes, including analytics and site functionality. Users may manage their cookie preferences.

14. How Do You Contact Us?

To contact us regarding your personal data, email hello@24gen.ai.

15. Changes to This Privacy Policy

We may update this policy from time to time. Changes will be posted on our Site.

16. Children

We do not knowingly collect personal information from children under 18 without parental consent.

17. Security

We implement reasonable security measures to protect personal data.

18. Enquiries

For enquiries about this Policy, email hello@24gen.ai