

## Privacy Policy

ZederConsult® is committed to providing quality services to our Customers, Clients, Staff, and followers. This policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

### **What is Personal Information and why do we collect it?**

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include names, addresses, email addresses, phone and mobile numbers.

This Personal Information is obtained in many ways including **interviews, correspondence, by telephone, by email, via our website <https://www.ZederConsult.com/> from your website, from media and publications, from other publicly available sources or from cookies** and from third parties.

We don't guarantee website links or policy of authorized third parties.

We collect your Personal Information for the primary purpose of providing our services to you, providing information to our clients and relevant marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

### **Cookie policy**

We use cookies to personalize content and ads, to provide social media features and to analyze our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services

Our server automatically recognizes and stores the domain name of visitors to our websites. In addition, our websites use cookies (both first and third party) which may automatically collect information from you such as pages viewed.

A cookie is a packet of information stored on your computer that allows our server to identify and interact more effectively with your computer. We also use cookies for tracking the statistics of our websites which means that we can better understand your needs and interests as well as improve the layout and functionality of our websites.

Most web browsers are set by default to accept cookies. It may be possible to set your browser to refuse to accept cookies however, if you do not accept them, you may not be able to experience the full functionality of our websites, products, services or apps.

We sometimes embed photos and video content from other websites such as Vimeo and YouTube. Pages with this embedded content may present cookies from these websites. Similarly, when you use one of the 'share' buttons on our websites, a cookie may be sent by the service you have chosen to share content through. ZederConsult® does not control the

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dissemination of these cookies; you should check the relevant third-party website for more information about these.

In addition, if you linked to our websites from a third-party website, we are not responsible for the privacy policies and practices of the owners or operators of that third-party website and recommend that you check the policy of that third-party website and contact its owner or operator if you have any concerns or questions.

As you navigate through our websites or access and use our products, services and apps, some information may be gathered by us without you actively providing it by using various technologies such as cookies, Internet tags or web beacons and navigational data collection (log files, server logs, and clickstream data). For example, we may collect information about matters including but not limited to the date, time and duration of visits as well as which pages of our websites, products, services or apps are most commonly accessed. This information is generally not linked to the identity of visitors, except when accessed via links in an electronic communication we may have sent to you or where we are able to uniquely identify your device or you as a user accessing our websites, our products, services or apps. We may combine your anonymous or personal visitor session information (or other information collected through tracking technologies) with other personal information collected from you from time to time so that we may understand and measure your online experiences and determine what products, promotions and services are likely to be of interest to you. By accessing our websites, products, services or apps via links in an email we have sent and/or by accessing our websites, products, services or apps where you have identified yourself to us, you consent to the collection of such information if it is personal information.

Each time you visit our websites our server collects anonymous information, known as click-stream data, including the type of browser and system you are using, the address of the website you have come from and move to after your visit and the date and time of your visit and your server's IP address. We may collect this information for statistical purposes to find out how our websites are used and navigated, including the number of hits, the frequency and duration of visits, most popular session times. We may also use this information to evaluate and improve the performance of our websites.

### **Sensitive Information**

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorized by law

### **Third Parties**

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third

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parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

### **Disclosure of Personal Information**

Your Personal Information may be disclosed in a number of circumstances including the following:

- Third parties where you consent to the use or disclosure; and
- Where required or authorized by law.

### **Security of Personal Information**

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

### **Access to your Personal Information**

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

**ZederConsult®** will not charge any fee for your access request but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information, we may require identification from you before releasing the requested information.

### **Maintaining the Quality of your Personal Information**

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up to date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

### **Policy Updates**

This Policy may change from time to time and is available on our website.

### **Privacy Policy Complaints and Enquiries**

If you have any queries or complaints about our Privacy Policy, please contact us at:

**ZederConsult®**

**PO Box 413724, Dubai, UAE**

**[Privacy@ZederConsult.com](mailto:Privacy@ZederConsult.com)**

**Tel: +971 56 667 3300**