

Data Privacy Notice

INTRODUCTION

MFORM 3PL DMCC, (referred to as “we”, “us”, “our” or “MFORM” in this Data Privacy Notice) primarily refers to all the Personal Data that is collected and used about MFORM Customers for the purposes of the Consumer Protection Regulations and Standards and the UAE Personal Data Protection Law.

MFORM is registered in 3O-01-5640 Jewellery & Gemplex 3 DMCC-PH2-J&GPlexS Jewellery

This Data Privacy Notice, herein referred to as the "Notice", describes the types of Personal Data MFORM collects, how this data is used, stored and shared, and your choices regarding this data. MFORM is the Data Controller for the Personal Data collected in connection with the use of MFORM Services.

This Notice applies to all Customers of MFORM Services, including Customers of MFORM’s mobile application, websites, branches, call centres, and any other forwarding Services (collectively, the “Services”) and through other interactions and communications you may have with us. This Notice specifically applies to:

- Consumers/Customers;
- Personal Data collected/received by MFORM through and in connection with the various Services provided.

MFORM is committed to providing you with exceptional forwarding Services and want you to have confidence in the way MFORM use your Personal Data. MFORM is committed to protecting your privacy and your Personal Data.

Further this Notice explains the various measures MFORM have in place to protect the security of your Personal Data and minimize the potential for its unauthorized use, disclosure, and destruction.

YOUR DATA PRIVACY JOURNEY WITH US

MFORM may act as a "Data Controller" or a “Data Processor” in relation to your Personal Data.

Who is a Data Controller? MFORM will act as a Data Controller when processing your Personal Data. A Data Controller is an entity who solely, or jointly with others, determines the purposes (“why”) and means (“how”) of Personal Data Processing. In most cases, MFORM will act as the Data Controller when Processing your Personal Data – this means MFORM will decide on how to collect, process, and use Personal Data in this role.

If you have any questions about how MFORM use your Personal Data, you can contact us by using the “**Contact Us**” information at the end of this Notice.

CONFIDENTIALITY OF PERSONAL DATA

When MFORM collects Personal Data, MFORM provides a safe, secure, and confidential environment in all our delivery channels to ensure that your Personal Data remains private and used for the purposes for which it is obtained and held.

MFORM has a legal obligation to keep your data confidential, however, MFORM may disclose your data to a third party where:

- MFORM is legally obliged to do so. In circumstances where the disclosure of your data is imposed by a legal and/or regulatory authority, including but not limited to courts.
- In circumstances where the disclosure is made with your express consent or through a representative nominated by you.

UNDERSTANDING PERSONAL DATA AND PROCESSING

Personal Data and Processing have specific meanings under the UAE Applicable Laws. It is important that you understand these terms.

What is Personal Data?

Personal Data as per the Applicable Laws means, any data which relates to a living individual who can be identified directly or indirectly from that data. The definition includes a wide range of personal identifiers that constitute Personal Data, including but not limited to:

- Identification information (e.g., name, date of birth, government-issued ID)
- Contact information (e.g., address, email address, phone number)
- Financial information (e.g., account numbers, transaction history, credit score reports)
- Employment information (e.g., occupation, employer)

Demographic information (e.g., gender, marital status)

What is Processing?

Processing means any action taken on Personal Data, e.g. viewing, collecting, using, storing, sharing, manipulating, printing, copying, archiving etc.

Personal data that you provide to us

MFORM collects Personal Data directly from you as our Customer or Prospective Customer. MFORM collects information you provide directly to us through your access or use of MFORM Products and Services. For example, when you apply for a Product or Service on our website(s), by telephone or when you enter an MFORM premises and provide Personal Data with one of MFORM's employees.

Personal data MFORM collects about you from other sources

MFORM may collect Personal Data about you from other sources such as, but not limited to the following:

- Representative(s) of a corporate client.
- Legal representatives (power of attorney) of a client.
- People appointed to act on your behalf.
- Digital identity solutions.
- Criminal records check from organisations authorised to provide this data.

Personal Data includes information that MFORM collect and process about you depending on the products or Services you obtain or receive.

MFORM needs your Personal Data to provide you with the Services or products requested by you. MFORM also needs to capture expressed consent to be able to process the Personal Data for fulfilling MFORM's contractual and legal obligations.

If you do not provide us with the requested Personal Data and the consent to process your Personal Data, MFORM may have to decline your request for our Product(s) and/or Service(s), or if MFORM is already providing you with the product(s) and Service(s), MFORM may need to suspend or stop providing you with the product(s) or Service(s), which can lead to closure of your forwarding relationship with us, subject to compliance with MFORM's legal obligations to retain data.

Cookies

MFORM collects Personal Data about your internet activity using technology known as cookies, which can often be controlled through internet browsers and by using MFORM cookie preference centre on the MFORM website and app.

- **Technical information**, such as your IP address and device ID.
- **Information about your visit**, such as your URL and website interaction.

