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Privacy and Security Policy

CMC Motors recognises the importance of protecting the privacy of personal information collected about users (the Users) of the web sites (the Web Sites) belonging to CMC Motors. “Personal Information” includes, but is not limited to, usage data, along with the name, address, telephone number and e-mail address of the Users. CMC Motors reserves the right to analyse and utilise the user data in order to more effectively optimise the user experience and to present certain opportunities to the Users for their benefit. CMC Motors has adopted this Privacy and Security Policy to inform the Users how it collects, stores, and uses Personal Information. CMC Motors’s intent is to balance its legitimate business interests in collecting and using Personal Information **to the extent that is permissible by law** against the reasonable expectations of privacy of the Users.

By using any of the Web Sites, you consent to the collection and use of your Personal Information by CMC Motors as set forth in the policy currently in effect. If we decide to change our policy, such changes will be posted at the Web Sites, so please check back periodically to ensure you have the most current policy.

Collection

CMC Motors collects Personal Information when you visit the Web Sites or place an online order with us.

In addition we may ask you for Personal Information at other times, including by way of example, when you enter a sweepstakes, contest or promotion sponsored by us, when you complete surveys or other questionnaires, or when you send an e-mail to us. Whenever CMC Motors collects Personal Information we try to include a link to this Policy on the Web Site page concerned.

Our web servers also collect the domain names of the visitors to the Web Sites. This information is aggregated to measure number of visits, average time spent on the Web Sites, pages viewed, etc.

Cookies

“Cookies” are pieces of information that CMC Motors transfers to the hard drives of the Users for record-keeping purposes. CMC Motors may place Cookies with the Users visiting from advertising banners and hyperlinks on other web sites to track the success of a particular

advertising campaign or marketing program. In addition, CMC Motors may place Cookies with the Users to provide them with seamless access to the Web Sites, since storing their user name and password in a Cookie eliminates the need to re-enter that information on every page.

Usage

CMC Motors uses Personal Information for facilitating order processing, developing enhancements to the Web Sites, marketing and promotional purposes (for example, offering the Users the opportunity to take advantage of special promotions and acquire CMC Motors products); and evaluating the Web Site usage by analysing usage data.

The Web Sites may also contain optional surveys and questionnaires asking for information, comments, and suggestions as well as opportunities for visitors to ask questions. We use the information you provide to help us design and build better products, to customise your shopping experience, and to provide advice and purchase recommendations.

We also use the Personal Information we collect to help target valuable marketing and advertising offers. This kind of advertising may be done with banner ads as well as promotional e-mails sent by CMC Motors or by third parties under contract with CMC Motors.

Finally, CMC Motors does research on the Users' demographics, interests, and behaviour based on the information provided to us when making a purchase, during a promotion, from surveys and from our server log files. We do this to better understand and measure the use of the Web Sites, to improve the content of the Web Sites and the services we provide to our customers. This research is compiled and analysed on an aggregated basis.

Sharing of Personal Information

Except as outlined in this Policy or on the Web Sites, CMC Motors never provides the Personal Information to third parties without a User's consent. CMC Motors shares the Personal Information you provide with its related companies. Additionally, if you purchase a product requiring service, your Personal Information is shared with the service provider concerned.

CMC Motors may also share Personal Information with third party business partners so that they may provide services to CMC Motors that are consistent with the terms of this Policy and the Web Sites.

CMC Motors may also disclose Personal Information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating the Web Site's Terms of Use or may be violating CMC Motors's or other's rights or causing injury to or interference with CMC Motors's or other's property. CMC Motors may also disclose or give access to Personal Information when we believe in good faith that the law requires it.

Security

CMC Motors only collects Personal Information to the extent deemed necessary to serve its legitimate business purposes, and it uses appropriate security technology to ensure the security, integrity, and privacy of all Personal Information as it deems appropriate.

Nonetheless, CMC Motors is not responsible for any breach of its security or for the actions of any third parties who may obtain any Personal Information.

Removal or Update of Personal Information

The Users may update their Personal Information or remove their Personal Information from CMC Motors CRM databases by contacting us by email on corporatecommunications@alfuttaim.ae.

Change to Policy

CMC Motors reserves the right to change this Policy at any time by posting an updated Policy at the Web Sites.

Additional Information

Any questions regarding this Policy should be directed to marketing@cmcmotors.com

Updated and effective 1st June 2022.