

Privacy Policy

We, the FLYERALARM PRINTING & ADVERTISING SERVICES LL.C. as the operator of the website, are the controller responsible for processing the personal data of users of the website. We may be contacted at hello@flyeralarm.ae.

Your trust in the correct handling of your data is an important prerequisite for the success of our online offering. We therefore attach great importance to data protection. The collection, processing (storage, modification, transmission, blocking and deletion) and use of your data occurs exclusively in compliance with the applicable data protection regulations, and in particular Federal Law No. 45/2021 on the Protection of Personal Data (**PDPL**) and Federal Law No. 15/2020 on Consumer Protection (**CPL**).

This Privacy Policy is intended to provide you with information regarding the extent to which personal data is processed in connection with the use of the website and the purpose of processing such personal data.

A. Use of our websites, creating a customer account, ordering process, mobile apps

1. We may in particular use personal data to the extent that this is necessary for the establishment and design of the contract, provision of services or billing (usage data). The information we receive from you is used by us to process orders, deliver goods and provide services as well as process payments (also for necessary checks when purchasing on account). We also use your information to communicate with you about orders, products and services, to update our records and to maintain and maintain your customer account with us and to recommend products or services that may be of interest to you. Finally, we use your information to improve our Internet platform and our offerings, to prevent or detect misuse, especially fraud, or to enable third parties to carry out technical, logistical or other services on our behalf. Personal data is information about a person's identity. When registering a customer account, the following personal data must be provided, for example:
 - Company name
 - Industry affiliation
 - First name and last name
 - Street, house number
 - Postal code
 - City
 - Country (is preset)
 - Telephone number
 - Email address and email repeat
 - Password and password repetition
2. When you visit our websites, we store the domain name or IP address of the requesting computer, the client's file request (file name and URL), the http response code, and the website from which you visit us for a period of 7 working days, as well as the date and duration of your visit. The data is stored to identify disruptions or misuse of our online offering and our telecommunications services/systems, to the extent that it is necessary to establish further connections and/or for billing purposes. An evaluation of this usage data to create personal usage profiles does not take place unless you have expressly agreed to such use or if this is regulated differently within the following provisions. In the event of disruptions or misuse, we reserve the right to report this to the law enforcement authorities. This usage data will not be used or passed on to third parties beyond this.
3. If you download or use applications (e.g. apps for smartphones) from us or a company affiliated with us and have agreed to the use of location-based services, you may be transmitting information about your location and the device you are using, as well as information that is clearly yours. The identification number assigned to the device will be sent to us. We may use this information to provide you with location-based services, such as search results or other personalized content. For most devices it is possible to switch off these location-based services. Please consult the manual for your device or contact the manufacturer.

4. We use cookies to authenticate our users when they log in. The use of cookies serves to ensure smooth operation and to improve our offerings. Cookies are small text files that are either temporarily stored in RAM or permanently stored on the hard drive ("session cookie" or "permanent cookie"). Session cookies are not stored on the user's hard drive but expire automatically when the Internet browser is closed. By setting cookies, users are assigned anonymous user IDs, but no programs are executed on the user's computer and no computer viruses are transmitted.
5. By setting your Internet browser program, you have the freedom to choose whether you want to accept cookies, be informed each time a cookie is set, or reject all cookies. However, we would like to point out that the use of our website is only possible to a limited extent if cookies are rejected.
6. We keep log files about our users' access data ("server log files"). Every time the user accesses a page, their Internet browser transmits access data, which is automatically stored in our log files. However, this data (e.g. IP addresses) cannot be assigned to specific people without further measures. This data will not be merged with other data sources, in particular with personal user data. The log files contain the following information:
 - Remote host (name and IP address of the computer requesting the page)
 - User-Agent HTTP request header (browser, version) Referer or referrer
 - Request method, request path, Request-query-string and request-protocol
 - date, time, time zone

We reserve the right to subsequently check the server log files using the last known IP address of those users who, based on specific facts, are suspected of using our websites and/or the services we offer in violation of the law and/or contract.

7. We will only use your personal data within FLYERALARM PRINTING & ADVERTISING SERVICES LL.C, its affiliated companies (which are controlled by FLYERALARM PRINTING & ADVERTISING SERVICES LL.C) and their subsidiaries if they are either subject to this Privacy Policy or follow guidelines that offer at least as much protection as this Privacy Policy. We only pass on personal data to other third parties to the extent described below:
 - **Service providers:** We commission other companies and individuals to carry out tasks for us, such as parcel delivery, sending letters or emails, maintaining customer lists, analyzing databases, advertising and marketing measures, processing of payments (credit card, direct debit and purchase on account) as well as customer service. These service providers have access to personal data needed to carry out their tasks. However, they may not use them for any other purpose. In addition, they are obliged to treat the personal data in accordance with this data protection policy and applicable data protection laws.

- **Google Analytics :** This website uses Google Analytics (Universal), a web analysis service provided by Google Inc. ("Google"). Google Analytics (Universal) uses so-called "cookies", i.e. text files that are stored on your computer and that enable your use of our website to be analyzed. The information collected in this way is usually transferred to a Google server in the USA and stored there. On our behalf, Google will use this information to evaluate your use of our website, to compile reports on website activity and to provide us with other services relating to website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics (Universal) is not merged with other Google data. However, if you do not want the aforementioned analysis using cookies, you can prevent such cookies from being stored by setting your browser software accordingly.

We implement Google Analytics (Universal) via the so-called "Google Tag Manager". Google Tag Manager is also a product from Google that allows us to manage website tags via an interface. The Tag Manager is a cookieless domain and does not collect any personal data. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If a deactivation has been made at the domain or cookie level, this will remain in effect for all tracking tags implemented with Google Tag Manager.

We may ask you for permission to share some product data (such as your account information) with other Google products to enable certain features, such as facilitating the addition of new conversion tracking tags for AdWords. Our developers also review product usage information

from time to time to further optimize the product. However, we will never share this type of data with other Google products without your consent. For more information, see the Usage Policy at <http://www.google.de/tagmanager/use-policy.html> .

We also use Google Analytics (Universal) for online advertising (so-called “display advertising” using the “remarketing” function). Ads are placed on websites by third parties, including Google, using cookies from us or third parties, including Google. The combined use of first-party cookies (e.g. Google Analytics cookies) and third-party cookies (e.g. DoubleClick cookies) targets, optimizes and serves ads based on previous visits. This allows us to target, optimize and serve ads based on your previous visits to this website. The following Google AdWords functions are used on this website:

- Remarketing
- Interest categories
- Similar target groups
- Other types of interest-based advertising

We use these Google Adwords functions to direct visitors to this website to third-party websites or Internet users with specific interest profiles based on their internet usage. However, we do not collect any personal information through our cookies, remarketing lists or other anonymous IDs.

You can opt out of Google Analytics for Display Advertising and customize ads on the Google Display Network using the Ads Preferences Manager by clicking the link below [:https://www.google.com/settings/ads/onweb](https://www.google.com/settings/ads/onweb) .

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google under <http://tools.google.com/dlpage/gaoptout?hl=de> Download and install available browser plugin.

You can also prevent data collection by Google Analytics (Universal) by clicking on the following link, for example if you cannot install a browser plug-in on your device. This sets an opt-out cookie that prevents the future collection of your data when you visit this website: Deactivate Google Analytics.

You can find more information about the terms of use and data protection of Google Analytics (Universal) at <http://www.google.com/analytics/terms/de.html> or under <https://www.google.de/intl/de/policies/> .

We would like to point out that on this website Google Analytics (Universal) has been expanded to include the code “gat._anonymizeIp();” to ensure the anonymized collection of IP addresses (so-called IP masking).

- **ACYMailing:** We also use the “ACYMailing” software from JETPULP, a company registered with the RCS of Lyon under number 419 623 152, with its registered office at 12-14 avenue Tony Garnier, Building 4C – 69007 Lyon, for the creation and administration of our newsletter. The data required for this is stored on a secure server area at ACYMailing to which we only have access. ACYMailing neither accesses this data nor uses this data in any other way by ACYMailing or other third parties. Further information can be found at [Privacy policy | AcyMailing - Email marketing platform](#)
- **Social Plugins :** Our website uses so-called social plugins (“plugins”) from the social networks Facebook and the platforms Instagram. These services are used and offered by the companies Facebook Instagram LLC (“Providers

- Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (“Facebook”). You can find an overview of Facebook’s plugins and their appearance here:<https://developers.facebook.com/docs/plugins>
operated by Instagram LLC. You can find an overview of the Instagram buttons and their appearance here:<https://instagram.com/developer/#>

In order to increase the protection of your data when you visit our website, the plugins are integrated into the site using a so-called “2-click solution” from Heise Online. This integration

ensures that when you access a page on our website that contains such plugins, no connection is established to the Facebook servers. Only when you activate the plugins and thus give your consent to the data transfer will your browser establish a direct connection to the Facebook servers. The content of the respective plugin is then transmitted directly to your browser by the associated provider and integrated into the page. By integrating the plugins, the providers receive the information that your browser has accessed the relevant page on our website, even if you do not have a profile with the relevant provider or are not currently logged in. This information (including your IP address) is transmitted from your browser directly to a server of the respective provider in the USA and stored there.

- Data protection information from Facebook:<http://www.facebook.com/policy.php>
- Data protection information from Instagram:<https://instagram.com/about/legal/privacy/#>

If you do not want Facebook to directly assign the data collected via our website to your profile in the respective service, you must log out of the relevant service before activating the plugins.

- **Company purchases and sales** : If we or other companies controlled by online Druck GmbH sell or buy individual subsidiaries, parts of the company or components, personal data is usually transferred together with the part of the company to be transferred. However, this personal data continues to be subject to the previously existing privacy policies (except, of course, in the case where the customer expressly agrees to other provisions). In the unlikely event that online Druck GmbH as a whole or essential parts of it are sold, personal data will also be passed on to the buyer.

Otherwise, your personal data will not be passed on to other companies or other organizations unless we are obliged to release this data, for example due to a court order or official order.

When transferring your personal data to third parties to the extent described above and to countries outside the United Arab Emirates we will ensure that the information is transferred in accordance with this Privacy Policy and the PDPL.

Please understand that it is not possible to use our websites or make use of our services if you do not agree with the above regulations in whole or in part.

B. Advertising and marketing, participation in competitions and other events

Only if you have given us your consent in this regard, for example if you activated the “Advertising and marketing measures” checkbox when creating your customer account, may we use your personal data for advertising, advice and market research and for the needs-based design of telemedia. In this case, you also give us your consent to convert pseudonymized profiles into personal profiles (e.g. to determine shopping cart abandonment) and in this context, for example, to send you emails with personal offers. You can revoke your consent to this at any time from FLYERALARM PRINTING & ADVERTISING SERVICES LL.C by deactivating the “Advertising and marketing measures” checkbox within your customer account. If you have not declared your consent or revoke it, your data will not be used in accordance with this paragraph. Our services are of course provided regardless of whether you give or revoke your consent.

If you participate in competitions or other events that we (co-)host, we may store your personal data as well as the photos, sound and film recordings taken as part of the competition or event on our websites as well as on the websites of co-organizers, cooperation partners and sponsors and so-called “social network” platforms such as Facebook etc. as well as to carry out the competition or the event itself as well as to carry out the associated press and public relations work by us, co-organizers, cooperation partners and sponsors. The cooperation partners to whom collected data is transmitted include, in particular, jurors and event service providers. During the duration of the respective event or competition, we may also pass on your participant data to the media for the purpose of direct contact. You can give your consent in this regard at any time to FLYERALARM PRINTING & ADVERTISING SERVICES LL.C at hellouae@flyeralarm.com to withdraw. This can lead to exclusion from the competition or event.

Our websites may contain content from cooperation partners in various places, who in turn provide offers. They have committed themselves to us to also comply with the requirements of the applicable data protection laws. However, we assume no liability for compliance with these requirements. We ask

you to contact our cooperation partners directly to find out about their respective data protection practices. Our site may also contain third party advertising and links to websites for which we are not responsible. We do not provide any personal information to these companies.

To illustrate this, we have listed two examples below of how we collect, process and use personal data:

Competition : If you decide to take part in competitions organized by us, we will ask you to provide us with your name as well as your date of birth, your email address, your telephone number and/or your postal address, in order to be able to inform you about the prize and to ensure that each participant only takes part in the competition once.

Newsletter : As part of our online offering, we offer you the opportunity to receive information about interesting news from us via newsletter. To do this, you must have given us your prior consent to use your personal data as part of advertising and marketing measures. Only in this case will you receive our newsletter regularly to the email address you provided. You may have expressly given us the following consent and we have recorded your consent. You can revoke your consent at any time with future effect.

Permission for email advertising: "I would like to order the FLYERALARM newsletter free of charge. You can unsubscribe at any time in our newsletter or directly on our homepage."

Events and competitions : In connection with the implementation of competitions (such as the "FLYERALARM Design Award") or other events, the participants' personal data will also be transmitted to the co-organizers, cooperation partners and sponsors involved, as well as the media.

C. Your rights as a data subject || Information about stored personal data, changes and deletion

1. Every user has the right to receive information from us free of charge about the personal data we have stored about them. You can view a large part of this personal data directly via your customer account, such as order history, personal data (including name, email address, password, communication settings), payment method settings (including credit card information), information about what information you receive via email -Want to receive email from us (including our notification services, availability and order notifications, newsletters). Any further information about stored personal data should be sent in writing to FLYERALARM PRINTING & ADVERTISING SERVICES LL.C, data protection, Khalifa Juma Al Nabooda Building 146 Sheikh Zayed Rd 2nd Floor – Office 203 Dubai, UAE. For data protection reasons, we regularly only provide such information by post to the user's registered address.
2. If the user permanently deletes his customer account, all data previously entered will automatically be completely deleted. A separate request for deletion is not necessary.
3. Regardless of this, the user has the right at any time to request the correction, blocking or deletion of all personal data collected about him and stored by us. For this purpose, it is possible to change (i.e., update, correct and/or supplement) this data within the customer account. A complete deletion of the data entered is only possible if the user permanently deletes his customer account. To protect your privacy and security, we will verify your identity before you can take any such action. If it is not possible to correct, block or delete your data as described for a service, for example because such an area does not exist, you can express your request for correction, blocking or deletion to FLYERALARM PRINTING & ADVERTISING SERVICES LL.C hellouae@flyeralarm.com communicate. However, in the event of participation in competitions or other events, this may lead to the participant being excluded from said event or competition.
4. In order to prevent unauthorized access to or disclosure of your data, to ensure the accuracy of the data and to ensure the authorized use of the data, we have put in place appropriate technical and organizational procedures to secure the data we request online and to protect. However, we cannot accept any responsibility or liability for disclosure of your data due to errors in data transmission and/or unauthorized access by third parties.
5. If you wish to exercise one of your rights and/or wish to receive more information in regard to the processing and/or storage of your data, please contact hellouae@flyeralarm.com available.

D. Withdrawal of consent and objection

1. Once you have granted consent, it can be withdrawn freely at any time with effect for the future. The withdrawal of consent shall not affect the lawfulness of the processing completed on the basis of the consent up to the time of withdrawal.
2. If the processing of your personal data is not based on consent but on another legal basis, you can object to this data processing. Your objection will lead to a review and possibly to a termination of the data processing. You will be informed of the results of the review and – in the event that data processing will be continued despite the objection – you will receive more information from us as to why data processing is permissible.
3. To withdraw your consent or object to the processing of your information, you may contact hellouae@flyeralarm.com

E. Complaints

If you believe that the processing of your personal data by us is not in accordance with this Privacy Policy or the applicable data protection provisions, you can submit a complaint to datenschutz@flyeralarm.de. We will then review the matter and inform you of the results of the review. You also have the right to lodge a complaint with the relevant supervisory authority.

F. Changes to this Privacy Policy

We reserve the right to change this Privacy Policy at any time in compliance with applicable data protection regulations. When using our online offering, the version of the Privacy Policy that is available online at the time of your visit always applies. If you have provided us with personal data on your own initiative, we will inform you about the changed conditions in an appropriate manner (e.g. by email) no later than four weeks before they come into force. If you do not object to these changes within four weeks of receipt of the notification, the changed Privacy Policy is deemed to have been accepted.