

PRIVACY POLICY

("We") 'Clever Business and Consumer Solutions' FZ LLC trading as Cleverlaw.co.uk are committed to protecting and respecting your privacy. Our Privacy Policy applies to all visitors of our website and online portal.

This policy (together with our Terms of Business and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed and used by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. Your data will only be used in a manner that is consistent with our obligations and your rights under law.

Our site, from time to time, may contain links to third party websites. We do not have any control over how your data is collected, stored, or processed by other websites. Please ensure that you refer to the other company's privacy policy before providing any data to them.

The data controller is 'Clever Business and Consumer Solutions LLC' company registration number RAKEZ20202085 licence number 47003948 trading as CleverLaw.co.uk with head office at 8th Floor, One Central World Trade Center, Dubai.

We take your privacy seriously and will only use your personal information to make you aware of our CeverLaw.co.uk service and once you subscribe to our service to administer your CleverLaw.co.uk account.

We receive, hold and process information relating to individuals ('personal data') in accordance with Data protection best practice. In doing so, the company is committed to maintaining the privacy and protection of all personal data collected in pursuance of its services. As a company we are further committed to ensuring that our website is secure in the collection and use of your personal information.

INFORMATION WE MAY COLLECT FROM YOU

When you subscribe to our CleverLaw.co.uk service we will collect and process personal information about you which may include the following:

Information you give to us. You may give us personal information about you by filling in forms on our site www.cleverlaw.co.uk (our site) or by corresponding with us by phone, email, or communicating from your online CleverLaw.co.uk account. This includes information you provide when you register to use our site, subscribe to our service, and when you report a problem with our site. The information which you provide to us may include your name, address, e-mail address and phone number, financial and credit information and bank and debit/credit card information.

Information we collect about you. With regard to each of your visits to our site we may automatically collect the following information: technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain

pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number. To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; To make suggestions and recommendations to you and other users of our site about products or services that may interest you or them.

Information we receive from other sources. We may receive information about you if you use any of the other websites we have agreements in place to receive data from. We also work with third parties (including, for example, affiliates, business partners, introducers, advertising networks, analytics providers, search information providers) and may receive information about you from them. In this case you will have been informed when your data was collected and you will have provided specific consent for your data to be shared with us.

HOW WE COLLECT AND USE THIS INFORMATION

Our use of your personal data will always be to make you aware of our CleverLaw.co.uk service, or to take steps, at your request, to enter into a contractual relationship with you and provide you with a subscription to our CleverLaw.co.uk service.

We rely on your consent to process your personal information and to send you future marketing material about our products and any services we think you may be interested in.

We may use information held about you in the following ways:

To carry out our obligations arising from any agreement/contract entered into between you and us and to provide you with the legally based document service that you have subscribed up to;

To notify you about changes or improvements to any of our services;

To provide you with information about any services we feel may interest you. If you are an existing customer, we may contact you by electronic means (e-mail or SMS) with information about any services similar to those which you have subscribed to. If you are a previous customer, we may contact you by electronic means to keep you aware of the services that we offer.

To notify you about changes to our service;

To ensure that content from our site is presented in the most effective manner for you and for your device.

To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;

To improve our site to ensure that content is presented in the most effective manner for you and for your device;

To allow you to participate in interactive features of our service, when you choose to do so;

To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;

To make suggestions and recommendations to you and other users of our site about services that may interest you or them.

To request a review of our services for brand awareness

We may combine information about you we receive from other sources with information you give to us directly, and information we collect about you.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information with third parties, either as required by law or as you have provided consent to do so.

We may share your information with selected third parties including:

Business partners, suppliers, and sub-contractors for the performance of any contract we enter into with them.

Analytics and search engine providers that assist us in the improvement and optimisation of our site. We may disclose your personal information to third parties:

If CleverLaw.co.uk or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use.

We may share your information with Feefo Holdings Ltd or any other comparable review site for the purpose of providing a review of our services based on your experience with us. We will not provide any personal information on any publicised reviews, and the reviews are conducted primarily for marketing or internal review purposes.

WHERE WE STORE YOUR PERSONAL DATA AND HOW LONG DO WE HOLD IT FOR

Your information is stored electronically within our servers and case management systems. Some of your information is segregated to reduce risk, access is controlled, and our systems are backed up regularly to ensure integrity. Any payment transactions will be encrypted using SSL technology.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Where we have given a password code which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

How long we keep your information for depends on the basis on which it was provided. Generally, however, we will keep the information that is necessary to enable us to provide

you with a service that you have requested for as long as it takes us to provide that service. If you have asked that we do not use your details for marketing purposes, we may still need to keep them to ensure our systems reflect your preferences. In these circumstances we will only retain minimum information to enable us to honour your suppression request.

We will generally keep records of any transactions you enter into for six years from the end of the relationship. This is so that we can respond to any complaints or disputes that arise in that period. Otherwise we will keep the information where appropriate for legitimate business needs, namely future marketing of services which we feel may interest you. We will always give you the option to opt-out of receiving any future marketing communication within each communication.

We will keep other information about you only if it is necessary for us to do so to comply with the law, regulations, or where appropriate for legitimate business needs, namely marketing. For any marketing purposes for which you consented to, we shall keep your information no longer than it is necessary to comply with this objective, namely until you notify us of a change in your marketing preference.

YOUR RIGHTS / OPT-OUT

Please contact us if you have any reason to believe the data we hold on you is inaccurate. You may review, correct, update, or change your personal information at any time by contacting us as set out at the end of this Privacy Policy.

You can see what information we hold about you by asking us for a copy at any time. We will also tell you where the information was obtained from. You will need to put your request in writing and we will respond within one calendar month, there is no fee chargeable for this request.

Should you wish to obtain a copy of the personal data we hold on you please write to us at the address below. As soon as we are satisfied as to your identity we will send you, and within the legislated time, depending on the date of your request, a copy of all the data we hold concerning you.

You have the right to ask us not to process your personal data for marketing purposes. If you do not want us to use your personal data to contact you by electronic means (email or SMS) with information about services provided by us you can revoke your consent by opting out please email us at opt-out@cleverlaw.co.uk.

COMPLAINTS

If you are not satisfied with how we handle your personal data, please contact info@cleverlaw.co.uk and we will deal with your complaint within a maximum of seven working days.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

CONTACT

Questions, comments, and requests regarding this privacy policy are welcomed and should be addressed to CleverLaw.co.uk 8th Floor, One Central World Trade Center, Dubai or be sent by email to info@cleverlaw.co.uk.