

## Privacy Policy

**Effective Date:** December 19, 2024

Welcome to DARA's website (dara.sa.com). We value your privacy and are committed to protecting your personal data in accordance with the Personal Data Protection Law (PDPL) of Saudi Arabia.

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### 1. Data Collection

We may collect the following personal data:

- **Personal Identification Information:** Name, email address, phone number, and postal address.
  - **Booking Information:** Details related to your reservations, stay preferences, and transaction history.
  - **Technical Data:** IP address, browser type, device information, and browsing behavior on our site.
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### 2. Use of Personal Data

Your personal data may be used for the following purposes:

- **Service Provision:** Processing reservations, payments, and providing customer support.
  - **Personalization:** Enhancing your experience by tailoring our services to your preferences.
  - **Communication:** Sending confirmations, updates, and promotional materials, provided you have consented to receive such communications.
  - **Legal Compliance:** Adhering to legal obligations and responding to lawful requests from public authorities.
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### 3. Data Sharing and Disclosure

We do not sell or trade your personal data. However, we may share your information with:

- **Service Providers:** Third-party vendors who assist in operating our website and conducting our business, under strict confidentiality agreements.
  - **Legal Authorities:** When required by law or to protect our rights and property.
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## 4. Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, disclosure, or destruction.

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## 5. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law.

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## 6. Your Rights

Under the PDPL, you have the right to:

- **Access:** Request a copy of the personal data we hold about you.
- **Rectification:** Request correction of any inaccurate or incomplete data.
- **Deletion:** Request deletion of your personal data under certain conditions.
- **Objection:** Object to the processing of your personal data in certain situations.

To exercise these rights, please contact us at [Insert Contact Information].

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## 7. International Data Transfers

If we transfer your personal data outside Saudi Arabia, we will ensure it is protected in a manner consistent with PDPL requirements, including entering into data transfer agreements where necessary.

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## 8. Cookies and Tracking Technologies

Our website uses cookies to enhance user experience. You can control cookie preferences through your browser settings.

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## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this

page with an updated effective date.

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## 10. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

- **Email:** reservation@dara.sa.com
- **Phone:** +966 920014131

By using our website, you consent to the collection and use of your personal data as described in this Privacy Policy.

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## سياسة الخصوصية

تاريخ النفاذ: 19 ديسمبر 2024

دارا). نقدر خصوصيتكم ونلتزم بحماية بياناتك الشخصية وفقاً لقانون حماية البيانات (DARA مرحباً في الموقع الإلكتروني لـ PDPL الشخصية (موضح في