

Privacy Policy

Company	Yaft Digital
Address	IFZA Business Park, DDP, PO Box 342001, Dubai, United Arab Emirates
Email	info@yaftdigital.com
Telephone	+971 50 938 1713
Website	yaftdigital.com

1. Scope and Purpose

This Privacy Policy explains how Yaft Digital processes personal data through yaftdigital.com and its related services. It is intended to address applicable data protection requirements, including the UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data and, where applicable, the EU General Data Protection Regulation (GDPR) and Turkish Personal Data Protection Law No. 6698 (KVKK).

2. Data Controller and Contact

Yaft Digital is the data controller. You can contact us about data protection matters at the address, email address or telephone number listed above.

3. Data We Collect

- **Data you provide:** Information submitted through contact or quotation forms, email addresses, telephone numbers, message content and job applications.
- **Automatically collected data:** IP address, device and browser information, language, referring URL, pages visited, cookies and similar identifiers.
- **Customer and contract data:** Personal and company details associated with service delivery, billing information and transaction records.

4. Purposes and Legal Bases for Processing

We use the legal basis appropriate to each activity under applicable law. Legitimate interests are relied upon only where the relevant law permits this basis.

- **Communication and enquiry management:** Consent or, where permitted, legitimate interests.
- **Entering into and performing contracts:** Providing services and managing billing.
- **Security and fraud prevention:** Legal obligations or, where permitted, legitimate interests.
- **Analytics and improvement:** Measuring traffic and improving the user experience on the basis of consent where required, or legitimate interests where permitted.
- **Marketing communications:** Your consent, which you may withdraw at any time.

5. Cookies

We may use essential cookies, analytics cookies and optional marketing cookies. You can manage cookies through your browser or, where available, the cookie preferences link on our website. Where required by applicable law, we obtain your consent before using non-essential cookies.

6. Third Parties

We may work with service providers such as hosting and content delivery network (CDN) providers, email providers and analytics providers. Providers acting as our processors handle personal data only on our instructions and subject to contractual safeguards.

7. International Data Transfers

If personal data needs to be transferred internationally, we apply the safeguards and transfer mechanisms required by applicable law. These may include contractual safeguards, such as standard contractual clauses or approved undertakings, where appropriate. Relevant requirements may include the UAE personal data protection framework, Chapter V of the GDPR and Article 9 of KVKK, to the extent applicable.

8. Retention Periods

Our standard retention periods are 24 months for communication records, 12 months for system logs and 10 years for contract and invoice records, subject to applicable legal requirements and the continued necessity of retention. At the end of the applicable retention period, data is deleted or anonymized unless further retention is legally required.

9. Your Rights

Subject to applicable data protection law and its conditions, you may request access to, correction or deletion of your personal data, object to or restrict its processing, and withdraw your consent. To exercise your rights, please contact info@yaftdigital.com.

10. Security

We apply appropriate technical and organizational measures, including TLS/HTTPS, access controls, the principle of least privilege, backups and monitoring. No method of transmission or storage can guarantee 100% security.

11. Changes to This Policy

We may update this policy from time to time. The latest version will be published on our website.

This document is an informational draft and does not constitute legal advice.