

Privacy Policy

Motors Alif Application
Alif Bazar Motors Trading Company

Article One: Preamble

Alif Bazar Motors Trading Company (the "Company") is committed to maintaining the privacy of Motors Alif application (the "Application") users, and to protecting personal data, preserving its confidentiality, and processing it in accordance with the Personal Data Protection Law and its implementing regulations in force in the Kingdom of Saudi Arabia, as well as any instructions or related controls issued by the Saudi Data and Artificial Intelligence Authority (SDAIA), in addition to other applicable regulations. This Policy clarifies the mechanism for collecting, using, processing, disclosing, storing, and retaining personal data, the rights of data subjects and the mechanism for exercising them, when using the Application, creating an account, or benefiting from any service provided through it. Use of the Application, creation of an account, or benefit from any service provided through it constitutes the User's explicit consent to what is stated in this Policy and to the processing necessary for delivering services, operating the Application, and complying with relevant legal and operational obligations.

Article Two: Scope of Application

This Policy applies to all users, customers, and visitors who interact with the Application, the Company's services, its branches, electronic systems, or related communication means within the Kingdom of Saudi Arabia.

Article Three: Personal Data Collected

The Company may collect and process the personal data necessary for delivering services and operating the Application, including — depending on the nature of use and the service — the following:

3.1 Basic Data:

- Full name, mobile number, email address, city or region, account data.

3.2 Vehicle Data:

- Vehicle type, license plate number, chassis number, color, service and maintenance data, technical vehicle images, vehicle condition before or after service.

3.3 Financial and Operational Data:

- Payment and invoice data, subscriptions, bookings, loyalty points, service and request history, correspondence and complaints.

3.4 Technical Data:

- IP address, device type, operating system, browser type, login and usage data, Cookies, technical data related to security, protection, and fraud prevention.

3.5 Communication Data:

- Text messages, emails, calls, chats, electronic notifications.

Article Four: Data Collection Methods

1. Personal data is collected by one of the following means:

- a. Data provided directly by the User upon registration, booking, payment, or communication.

- b.** Data generated from use of the Application or services.
 - c.** Data generated from payment, billing, or subscription transactions.
 - d.** Data generated from technical inspection or vehicle condition documentation.
 - e.** Cookies and similar technologies.
 - f.** Data collected for protection, security, verification, fraud prevention, misuse prevention, and similar purposes.
- 2.** The Company does not collect personal data without a legal basis, legitimate purpose, or valid consent in accordance with applicable regulations.

Article Five: Purposes of Personal Data Processing

Personal data is processed for lawful purposes related to operating the Application and services, including:

- a.** Creating and managing accounts.
- b.** Delivering services and executing requests, bookings, and subscriptions.
- c.** Processing payments and invoices.
- d.** Verifying identity and vehicle ownership.
- e.** Communicating with users.
- f.** Handling complaints and inquiries.
- g.** Improving service quality and user experience.
- h.** Protecting the legal rights and interests of the Company or users.
- i.** Monitoring fraud, misuse, or security risks.
- j.** Complying with legal, regulatory, and judicial obligations.
- k.** Preparing reports, statistics, and operational analyses in a manner that — whenever possible — does not lead to direct identification of the data subject.
- l.** Sending operational notifications or updates related to services, the account, or subscriptions.

Article Six: Legal Basis for Data Processing

Personal data is processed based on one or more of the following legal bases:

- a.** Consent of the data subject.
- b.** Execution of a contractual obligation to which the data subject is a party.
- c.** Achieving a legitimate interest of the Company without prejudicing the rights of the data subject or conflicting with applicable regulations.
- d.** Compliance with a legal, judicial, or regulatory obligation.
- e.** Any other legal basis permitted by applicable regulations in the Kingdom of Saudi Arabia.

Article Seven: Data Sharing and Disclosure

- 1.** The Company does not sell users' personal data. However, the Company may disclose or share personal data within the necessary limits with:
- a.** Payment service providers.
 - b.** Technical, operational, or cloud service providers.
 - c.** Competent regulatory, judicial, or security authorities.

- d. Messaging, notification, and support service providers.
- e. Entities related to service execution, Application operation, or rights protection.
- f. Any entity to which disclosure is legally required.

2. The Company is committed, to the extent possible, to taking appropriate contractual and regulatory measures to protect personal data when sharing it with third parties.

Article Eight: Transfer of Data Outside the Kingdom

When operationally or technically necessary, personal data may be transferred or processed outside the Kingdom of Saudi Arabia in accordance with applicable regulatory controls and in compliance with the Personal Data Protection Law, its implementing regulations, and instructions issued by the competent authorities.

Article Nine: Data Retention and Destruction

The Company retains personal data for the period necessary to achieve the purposes for which it was collected, or for the period required by regulatory, legal, judicial, operational, accounting, or security requirements. After the processing purpose expires or the legal retention period ends, data is destroyed or anonymized in a secure manner that prevents unauthorized access to or recovery of it, unless there is a legal obligation requiring its retention for a longer period.

Article Ten: Data Protection and Cybersecurity

The Company is committed to taking appropriate technical, regulatory, and administrative measures to protect personal data, maintain its confidentiality, and prevent unauthorized access, misuse, modification, disclosure, or destruction thereof, in accordance with applicable regulatory requirements and appropriate security practices. However, electronic transmission or storage means cannot be guaranteed to be entirely free of risks. The Company bears no responsibility for any breach, damage, or unauthorized access resulting from causes beyond its reasonable control, third-party actions, or User misuse.

Article Eleven: Cookies

The Application may use cookies and similar technologies to improve user experience, analyze performance, develop services, enhance security, and personalize content and services. The User may modify their device or browser settings to disable cookies, although this may affect some Application functions or services.

Article Twelve: Rights of the Personal Data Subject

1. The personal data subject is entitled, in accordance with applicable regulatory controls, to the following rights:
 - a. The right to know how their data is collected and processed.
 - b. The right to access their personal data.
 - c. The right to request a copy of their personal data in a clear format.
 - d. The right to request correction of inaccurate, incomplete, or outdated data.
 - e. The right to request destruction of data when its purpose has ended and no legal basis exists for retaining it.
 - f. The right to withdraw consent to processing when the processing is based on consent.
 - g. Any other rights established by applicable regulations.

2. The Company may restrict some of these rights in cases permitted by applicable regulations or required by judicial, regulatory, security, or contractual obligations.

Article Thirteen: External Links and Services

The Application may include links, services, or tools belonging to external parties. The Company bears no responsibility for the privacy policies, practices, or content of those parties, and the User's use thereof is at their own risk.

Article Fourteen: Marketing and Notifications

The Company may send the User operational, marketing, or promotional messages or notifications through various electronic means in accordance with applicable regulations. The User may unsubscribe from marketing messages where applicable. Unsubscribing from marketing messages does not include operational or security notifications, or those related to the account, services, or legal obligations.

Article Fifteen: Privacy Policy Updates

The Company has the right to amend or update this Policy at any time in accordance with applicable regulations or operational, technical, or commercial developments. The updated version is published through the Application or approved means. The User's continued use of the Application after the update is published constitutes acceptance of the amended version.

Article Sixteen: Applicable Law and Jurisdiction

This Policy is governed and interpreted in accordance with the regulations of the Kingdom of Saudi Arabia. The competent judicial authorities in the city of Riyadh have jurisdiction to hear any dispute arising from it, unless applicable regulations provide otherwise.

Article Seventeen: Contact Us

For inquiries, requests, or complaints related to privacy or personal data, you may contact us through the official approved channels within the Application or through the contact details disclosed by the Company within the Application or on its website.

Alif Bazar Motors Trading Company

Alif Motors App

Riyadh — Kingdom of Saudi Arabia