

PRIVACY POLICY AND PERSONAL DATA PROCESSING POLICY

Art for Art

Effective Date: 05.10.2026

Last Updated: 05.10.2026

This Privacy Policy and Personal Data Processing Policy (the "Policy") explains how **ART FOR ART STUDIO L.L.C-FZ** trading as Art for Art / Art for Art Studio ("Art for Art", "we", "us" or "our"), collects, uses, stores, discloses, transfers and protects Personal Data.

This Policy is intended to operate in accordance with applicable laws of the United Arab Emirates, including Federal Decree-Law No. 45 of 2021 Concerning the Protection of Personal Data (the "UAE PDPL"), Federal Decree-Law No. 34 of 2021 on Countering Rumours and Cybercrimes, Federal Law No. 15 of 2020 on Consumer Protection, applicable Telecommunications and Digital Government Regulatory Authority (TDRA) rules, and Cabinet Resolution No. 56 of 2024 Concerning the Telemarketing Regulations, in each case as amended or replaced from time to time.

Where a mandatory data protection regime of a UAE financial free zone applies to the Company or a particular processing activity, that mandatory regime shall apply to the extent required by law.

1. Controller and Contact Details

The Controller responsible for Personal Data processed under this Policy is:

Legal entity: ART FOR ART STUDIO L.L.C-FZ

Trade name: Art for Art / Art for Art Studio

Website: <https://artforart-studio.com/>

General email: info@artforart-studio.com

Privacy email: artforart-policy@outlook.com

Telephone: +971 54 303 3838

2. Scope

This Policy applies to Personal Data processed in connection with our websites, online forms, project planners, advertising, enquiries, quotations, contracts, events, rentals, design and production services, customer support, email, telephone, WhatsApp, Instagram, Facebook, Messenger and other business communications.

3. Personal Data We May Collect

Depending on your interaction with us, we may collect the following categories of Personal Data:

- Identity data, including name, surname, company name, job title and business role.
- Contact data, including email address, telephone number, WhatsApp number, social-media username and preferred communication channel.
- Project and event data, including event date, venue, location, property or site information, event type, requested services, design preferences, scope, approximate budget, delivery or installation requirements and other information supplied in an enquiry.
- Content supplied by you, including photographs, videos, plans, drawings, moodboards, references, links, briefs and uploaded or shared files.
- Communication data, including messages, emails, enquiry history, notes and records of customer-service interactions.
- Commercial and transaction data, including quotations, proposals, contracts, invoices, payment status, purchase or rental information and project history.
- Technical data, including IP address, browser type, device information, operating system, user agent, date and time of access, referring URL and website interaction data.
- Advertising and analytics data, including campaign source, UTM parameters, conversion events and advertising identifiers such as fbclid and fbclid where applicable.
- Any other Personal Data you voluntarily provide to us for a stated business purpose.

Please do not provide Sensitive Personal Data unless it is genuinely required for a specific lawful purpose and we have expressly requested it.

4. Sources of Personal Data

We may obtain Personal Data directly from you, from a company or representative acting on your behalf, from event venues or agencies involved in your project, from publicly available business sources where lawful, and from service providers or platforms through which you interact with us, including Meta, WhatsApp and website analytics providers.

5. Purposes and Legal Bases for Processing

We process Personal Data only for specific and lawful purposes. Depending on the circumstances, processing may be based on your consent, the performance of a contract, taking steps at your request before entering into a contract, compliance with a legal obligation, protection of legal rights, or another lawful basis recognised by applicable UAE law.

We may process Personal Data for the following purposes:

- Receiving, reviewing and responding to enquiries.
- Understanding your event, project, venue, requirements and budget.
- Preparing quotations, proposals, concepts, estimates and project recommendations.
- Checking availability and taking steps requested by you before entering into a contract.
- Entering into and performing contracts for design, production, fabrication, rental, delivery, installation, dismantling and related services.
- Communicating with you about a project, enquiry, booking, quotation or service request.
- Customer support, complaint handling and dispute management.
- Accounting, invoicing, financial administration, tax and statutory record keeping.
- Maintaining the security, integrity and availability of our website, systems and business records.
- Fraud prevention, abuse prevention and the establishment, exercise or defence of legal claims.
- Website analytics, service improvement and measurement of advertising performance.
- Marketing communications and advertising where we have an appropriate lawful basis, including consent where required.
- Compliance with applicable laws, regulations, court orders and lawful requests from competent authorities.

6. Consent and Withdrawal of Consent

Where processing is based on consent, consent must be given through a clear affirmative action and may be recorded electronically. You may withdraw your consent at any time by contacting us using the details in this Policy or by using an available unsubscribe or preference mechanism.

Withdrawal of consent does not affect the lawfulness of processing carried out before withdrawal and does not prevent continued processing where another lawful basis applies, including contractual, statutory or legal-claims requirements.

7. Website Forms and Project Planner

When you submit or continue through an enquiry form or project planner, we process the information you provide to review your request, communicate with you, check availability, prepare a quotation or proposal, and take steps requested by you in connection with a potential contract.

Where the form provides a separate optional marketing consent, refusal to provide marketing consent will not prevent you from submitting an enquiry or receiving the requested service.

8. Marketing Communications

We may send marketing communications only where permitted by applicable law. Where prior consent is required, we will obtain such consent before sending marketing messages. Marketing consent is separate from the processing necessary to respond to an enquiry or perform a contract.

You may withdraw marketing consent at any time. Marketing SMS communications, where used, will be sent in accordance with applicable TDRA requirements, including applicable rules on consent, permitted sending times and free unsubscribe mechanisms. Telemarketing calls, where used, will be conducted in accordance with Cabinet Resolution No. 56 of 2024 and other applicable rules.

9. Cookies, Analytics and Advertising Technologies

Our website may use cookies and similar technologies for essential website functions, analytics, performance measurement, advertising attribution and remarketing. Non-essential analytics or advertising technologies will be used in accordance with applicable consent and transparency requirements.

Where enabled, users may be offered controls to accept, reject or manage non-essential cookies and similar technologies.

10. Meta Pixel and Conversions API

We may use Meta Pixel and Meta Conversions API to measure advertising performance, attribute conversions, improve advertising delivery and create or manage advertising audiences where permitted by law.

Information transmitted to Meta may include event type, event time, page URL, IP address, browser or device information, fbp, fbc and, where configured and lawfully permitted, appropriately normalised and hashed contact identifiers. We do not intentionally place raw contact details in arbitrary Pixel event parameters.

Browser and server events may use matching event identifiers for deduplication so that the same conversion is not counted twice.

11. Disclosure of Personal Data

We may disclose Personal Data only to the extent necessary for a legitimate business or legal purpose, including to:

- IT, website hosting, cloud, storage, cybersecurity and technical support providers.
- CRM, email, communications, analytics and advertising service providers.
- Meta Platforms, WhatsApp, Google or similar service providers where their services are used.
- Payment, accounting, bookkeeping, audit and professional advisory providers.
- Event venues, logistics providers, production partners, installers, contractors and subcontractors involved in delivering a project.
- Insurers, legal advisers and dispute-resolution providers.
- Government, regulatory, law-enforcement, judicial or other competent authorities where disclosure is required or permitted by law.
- A purchaser, investor or successor in connection with a lawful corporate transaction, subject to appropriate confidentiality and data-protection measures.

We do not sell Personal Data as a standalone commercial database and do not provide customer contact lists to third parties for their independent direct marketing without an appropriate lawful basis.

12. Processors and Service Providers

Where a third party processes Personal Data on our behalf, we will take reasonable steps to ensure that the processing is subject to appropriate contractual, confidentiality, security and data-protection requirements consistent with applicable law.

13. International Transfers

Some service providers may process or store Personal Data outside the United Arab Emirates. Where Personal Data is transferred internationally, we will use a transfer mechanism permitted under applicable UAE law and will take reasonable steps to ensure an appropriate level of protection, including contractual safeguards where required.

14. Retention

We retain Personal Data only for as long as reasonably necessary for the purposes for which it was collected, or for a longer period where required by applicable law, accounting requirements, contractual obligations, dispute resolution, fraud prevention or the establishment, exercise or defence of legal claims.

Unless a different period is required by law or the circumstances, we may apply the following retention principles:

- Unsuccessful or inactive enquiries: normally up to 12 months after the last substantive interaction.
- Client and project records: for the duration of the relationship and thereafter for the period reasonably required for contractual, accounting, warranty, dispute and legal purposes.
- Marketing records: until consent is withdrawn, the purpose expires or the data is no longer required, subject to retention of limited suppression data to respect opt-out requests.
- Technical and security logs: for a limited period proportionate to security, troubleshooting, fraud-prevention and operational needs.

15. Security

We implement reasonable technical and organisational measures designed to protect Personal Data against unauthorised access, disclosure, alteration, loss, destruction or misuse. Measures may include access controls, authentication, role-based permissions, secure transmission, backups, patching, monitoring, confidentiality obligations and restrictions on service-provider access.

16. Personal Data Breaches

If we become aware of a Personal Data breach, we will assess the incident, take reasonable containment and remediation measures, document the incident as appropriate, and notify the competent authority and/or affected Data Subjects where notification is required by applicable law.

17. Your Rights

Subject to applicable law, limitations and verification requirements, you may have the right to:

- Obtain information about the processing of your Personal Data.
- Request access to Personal Data held about you.
- Request transfer or portability of Personal Data where the applicable legal conditions are met.
- Request correction of inaccurate or incomplete Personal Data.
- Request erasure of Personal Data where the applicable legal conditions are met.
- Request restriction or cessation of certain processing.
- Withdraw consent where processing is based on consent.
- Object to or request human review of certain decisions based solely on automated processing where the applicable legal conditions are met.
- Lodge a complaint with the competent data-protection authority.

We may request information reasonably necessary to verify your identity before acting on a rights request. Certain rights may be limited where processing or retention is required by law, contractual obligations, legal claims, security or other lawful grounds.

18. Automated Processing and Profiling

Advertising and analytics platforms may use automated systems for attribution, audience selection, campaign optimisation and measurement. We do not intend to make decisions that produce significant legal effects for an individual solely through automated processing unless permitted by law and accompanied by any safeguards required by applicable law.

19. Children and Minors

Our commercial event and project enquiry services are not directed to children. We do not knowingly seek to collect Personal Data from children through our business enquiry forms. Where Personal Data of a child is processed, we will apply any parental-consent, age-verification or other requirements imposed by applicable UAE law.

20. Photographs, Videos and Client Materials

Materials supplied for the purpose of designing or delivering a project will be used for that purpose and related administration. Permission to receive or use project materials does not automatically grant us permission to publish client photographs, videos or private-event content for advertising, portfolio or social-media purposes.

Where required, public or promotional use of client event content will be subject to a separate permission, media release or other lawful basis.

21. Third-Party Platforms and Links

Our website and communications may contain links to third-party platforms such as WhatsApp, Instagram, Facebook or external websites. A third party may process Personal Data under its own terms and privacy policy when you use its platform. This Policy does not govern processing independently determined by such third parties.

22. Changes to this Policy

We may update this Policy from time to time. The current version will be published with an updated effective date. Where required by law, we will provide additional notice or obtain renewed consent for material changes.

23. Governing Law and Complaints

This Policy is governed by the laws of the United Arab Emirates and any other mandatory data-protection law applicable to the relevant processing activity. You may contact us first regarding any privacy concern. You may also have the right to complain to the UAE Data Office, the competent data-protection authority or another competent regulator, as applicable.

24. Privacy Requests

Requests concerning access, correction, deletion, restriction, withdrawal of consent or other privacy rights may be submitted to:

Privacy email: artforart-policy@outlook.com

Telephone: +971 54 303 3838

COOKIE POLICY

Art for Art

Effective Date: 05.10.2026

Website: <https://artforart-studio.com/>

1. About This Cookie Policy

This Cookie Policy explains how **ART FOR ART STUDIO L.L.C-FZ**, trading as Art for Art / Art for Art Studio, uses cookies and similar technologies on its website. It forms part of the Art for Art Privacy Policy.

2. What Cookies Are

Cookies are small text files or similar identifiers stored on or accessed from a device when a website is used. Similar technologies may include pixels, local storage, tags, software development kits and server-side identifiers.

3. Categories of Technologies We May Use

Strictly Necessary

Used for functions required to operate, secure and deliver the website or a service requested by the user.

Functional

Used to remember preferences or provide optional website functionality.

Analytics and Performance

Used to understand website usage, diagnose performance issues and improve user experience.

Advertising and Attribution

Used to measure advertising, attribute conversions, limit or optimise ad delivery and, where permitted, support remarketing or advertising audiences.

4. Technologies and Providers

Depending on the configuration of the website, technologies may be provided by Art for Art or by third parties such as Meta Platforms, Google or other analytics, advertising, hosting, security or communications providers. The exact providers in use should be reflected in the website consent-management interface and updated when services change.

5. Meta Technologies

Where enabled, Meta Pixel and Meta Conversions API may process website and conversion information for advertising measurement and attribution. Information may include event type, event time, page URL, IP address, user agent, advertising identifiers such as fbp and fbc, and appropriately protected contact identifiers where lawfully configured.

6. Consent and Preferences

Where consent is required for non-essential technologies, such technologies will not be activated until the user has made the relevant choice. The website may provide controls to accept all, reject non-essential technologies or manage preferences by category.

A user may withdraw or change consent through the available cookie-preference tool. Withdrawal does not affect processing lawfully carried out before the change.

7. Browser Controls

Users may also control cookies through browser or device settings. Blocking certain technologies may affect the availability or performance of website features.

8. Retention

Cookies and related identifiers are retained for periods appropriate to their purpose and configuration. Retention periods may vary by provider and may be updated from time to time. Where a third-party service is used, the provider may apply its own retention rules subject to applicable law.

9. Changes

This Cookie Policy may be updated when our website, providers, legal requirements or tracking technologies change. The effective date above will be updated when a revised version is published.

10. Contact

Privacy email: artforart-policy@outlook.com

WEBSITE ENQUIRY FORM PRIVACY NOTICE

Art for Art

Effective Date: 05.10.2026

Art for Art will use the information you provide in this form to review your enquiry, understand your project requirements, contact you, check availability, prepare a quotation or proposal, and take steps requested by you in connection with a potential contract.

Your information will be processed in accordance with the Art for Art Privacy Policy and applicable United Arab Emirates data-protection law. Information may be shared with service providers and project partners only where reasonably necessary for the purposes described in the Privacy Policy or where required by law.

By clicking "Start", "Continue", "Submit" or an equivalent button after this notice is displayed, you acknowledge this Privacy Notice and the Art for Art Privacy Policy and request that Art for Art process the information you provide for the purposes described above.

Where a particular processing activity requires consent, your affirmative action will constitute consent for that stated activity. You may withdraw consent at any time by contacting artforart-policy@outlook.com, without affecting processing lawfully carried out before withdrawal or processing based on another lawful ground.

Short Website Version

By continuing, you acknowledge that Art for Art will process the information you provide to review and respond to your enquiry, prepare a proposal and take requested pre-contractual steps in accordance with our Privacy Policy.

Submission Confirmation

By submitting this form, you confirm that the information you provide is accurate to the best of your knowledge and acknowledge that Art for Art may process it for the purposes described in the Privacy Policy.

Optional Marketing Consent

[] I agree to receive occasional news, offers and event inspiration from Art for Art by email, WhatsApp, SMS or other electronic channels. I understand that this consent is optional and that I can unsubscribe or withdraw my consent at any time.

The marketing checkbox must not be pre-selected and refusal to provide marketing consent must not prevent submission of an enquiry.

MARKETING COMMUNICATIONS CONSENT

Art for Art

Effective Date: 05.10.2026

By actively selecting the marketing consent option, I consent to **ART FOR ART STUDIO L.L.C-FZ**, trading as Art for Art / Art for Art Studio, using the contact details I provide to send me occasional marketing communications relating to event design, decoration, rentals, offers, seasonal campaigns, new services, inspiration and related Art for Art services.

Marketing communications may be sent through the channels I have selected or provided, including email, WhatsApp, SMS, telephone or social-media messaging, subject to applicable United Arab Emirates law and the rules applicable to each channel.

I understand that:

- Marketing consent is voluntary and is not required to submit an enquiry or enter into a contract with Art for Art.
- I may withdraw my consent at any time by using an unsubscribe mechanism, replying with an opt-out request where available, or contacting artforart-policy@outlook.com.
- Withdrawal of consent will not affect the lawfulness of communications sent before withdrawal.
- Art for Art may retain limited suppression information after an opt-out so that my preference can be respected.
- Marketing SMS communications, where used, will be sent subject to applicable TDRA requirements, including applicable consent, timing and unsubscribe rules.
- Telemarketing calls, where used, will be made subject to Cabinet Resolution No. 56 of 2024 Concerning the Telemarketing Regulations and other applicable requirements.