



ROSHN REAL ESTATE COMPANY PRIVACY POLICY

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We are pleased that you are visiting ROSHN's website. This Privacy Policy is maintained by ROSHN Real Estate Company, a company established under the laws of the Kingdom of Saudi Arabia, with its registered office address at ROSHN Real Estate Company, King Abdullah Financial District, Alaqiq District - Building No. 5.08, RRAD 2877-6686, Riyadh 13519, Kingdom of Saudi Arabia. We are committed to providing the best services to all our users. This includes respecting our users' privacy and ensuring that we take all reasonable measures to safeguard our users' information and data including their personal data (the "Data") in accordance with the applicable regulations of the Kingdom of Saudi Arabia. We provide this Privacy Policy to our users so that our users can understand how we may process, collect, use, treat, and protect our users' Data when they visit our Site, and other platforms which platforms may require processing of Data and in whatever form (the "Platforms"). Please read this Privacy Policy carefully to understand our approach and practices regarding your Data. This Privacy Policy should be read in conjunction with our Terms of Use and any other documents referred to in the Privacy Policy (if any).

How we collect and use the Data?

We collect your Data when you: send us an enquiry about our offering, visit our website, or expressed interest via

1) website/social media/messaging app/call center



We process, collect, or use the Data only as reasonably necessary to ensure the provision of the best possible services to our users. For instances, some of our services may require you to sign-up and create an account or provide your Data. In such circumstances, we may request Data from you including your name, email address, and telephone number.

What information do we collect?

The information that we may collect (which may be collected automatically in some circumstances) includes the following:

Name, ID/iqama details, date of birth, email address, phone number, nationality, gender, income details, geographical location, age, reputation, occupation details, financing details, Ministry of Municipal & Rural Affairs & Housing "MOMRAH" beneficiary, government support history, internet protocol (IP) address, device information, device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL, Cookies that may uniquely identify your browser or any of your accounts on our platforms and details of your enquiry pursuant to our legitimate business interests.

Why do we collect your information?

As mentioned above, we process, collect and use the Data only as reasonably necessary to ensure the provision of the best services to our users. The purposes for which we collect Data include, but not limited to, the following:

1. To respond to any queries or expression of interest made by you
2. To enter into or to conclude any type of contracts and agreements
3. To request your feedback, and to respond to complaints:
4. To personalize and provide you with information about ROSHN's services and latest offers:
5. To Facilitate email campaigns carried out by our sales and marketing departments



8. To fulfill any maintenance/ service requests you raise using our applications
9. To comply with our obligations under the Saudi Laws and Regulations ("the Applicable Law")
10. To notify you about changes to one or all of our platforms

To whom may we disclose your personal information?

We may disclose your Data as required by the Applicable Law to government bodies, law enforcement agencies and other institutions that have the authority to request such information. We may also disclose your Data to any party to the extent permitted under the Applicable Law. You can choose not to provide certain personal information that we request. This will generally not affect your ability to access and enjoy our platforms. However, you may not be able to access some of the functionalities of our platforms or some of the services we provide. Moreover, we may partner with third parties to: help us display relevant advertising and to manage our advertising across multiple channels including social media platforms, conducting audit activities, measuring Data quality, assure customer satisfaction, enhance customer experience, share it with call center on daily basis. Similarly, we might share your information with finance providers for financing customers when requested. Our third-party partners may use cookies and non-cookie-based technologies to help us show you advertising based upon your browsing activities and interests on a daily basis.. Also, we might share your Data with other government entities as required by law on a weekly basis.

In the event you wish to opt-out, you may contact us using the details provided in Section - 'How do you contact us?'

How long do we keep your information?

We will only keep your personal information for as long as is reasonably necessary or legally permitted or required by the Applicable Law. We will ensure that it is disposed in a secure manner when it's no longer needed or upon your request. When Data destruction is required, our team will ensure secure disposal.



Cookies and tracking technologies

In some cases, we may also collect your Data through the use of cookies. The term "cookie" refers to a small piece of text which is downloaded and stored on your hard drive designed primarily to improve the services we provide. Cookies will not be stored on your browser without your permission. Cookies only occupy a minimal part of your hard drive. When you access our platforms, we may send a cookie to your device. There are other forms of tracking technologies we may use, that may be used in conjunction with cookies, such as pixel tags. These cookies and other tracking technologies enable us to recognize your device and customize your online experience. It also helps us keep track of the services you view so that we can send you news about those services. We also use cookies to measure traffic patterns to determine which areas of our site have been visited, and to measure transaction patterns in aggregate forms. We use this to research and gain insights on our users' habits so that we can improve the services we provide while ensuring that we reasonably safeguard our users' Data. If you do not wish to receive cookies, you can set your browser so that your device does not accept them.

What are your rights?

If you wish to carry out any of your rights -mentioned below-, we may ask you for additional information to confirm your identity and for security purposes, before disclosing personal information to you. We reserve the right to charge a fee where permitted by law.

If you would like to carry out any of the below rights, you may contact us using the details provided in Section- 'How do you contact us?'. We shall aim to comply with all requests within reasonable time in-line with the Applicable Law. We may not always be able to fully address your request, for example,

1. if it would impact the confidentiality we owe to others, or
2. if we are legally entitled to deal with the request in a different way.
3. if your request involves deletion of information that are required to comply with legal requirements.

We will make every reasonable effort to honor your request in-line with the Applicable Law. In the event we require additional time due to the complexity of the request, we shall



1. The right to view your Data
2. The right to delete your Data
3. The right to modify/update your Data
4. The right to know how and why we process your Data
5. Other rights granted by the Applicable Law

In case you have a complaint about our use of your Data, you can contact us in one of the ways mentioned in Section - 'How do you contact us?'. We will look into and respond to any complaints we receive.

How do you contact us?

In case of any queries related to this policy, or in case you want to access your Data or opt out or you have a complaint, you can contact our Data Privacy Office in one of the following ways:

Email us at privacy@roshn.sa

Call us at [+920022288](tel:+920022288)

Consent

By using our platforms, you agree to be bound by the terms of this Privacy Policy and for us using your Data in the manner described in this Privacy Policy.

Disclaimer

ROSHN is not responsible if the information made available on our platforms is not accurate, complete or current. The information provided is for general information purposes only. Any reliance you place on such information is strictly at your own risk. You agree that it is your responsibility to monitor changes on our platforms. You agree to indemnify, defend and hold harmless ROSHN and its affiliates and their officers, directors,



platforms or the systems transmitting the platforms to you or others, you agree to be responsible for any and all losses, liabilities, expenses, damages and costs, including reasonable attorneys' fees and court costs, arising or resulting from that disruption.



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Public Investment Fund