

# Hayyak Hospitality Privacy Policy

**Effective Date:** 15-July-2025

**Last Updated:** 15-July-2025

Hayyak Hospitality Co. (“Hayyak”, “we”, “our”, or “us”) is committed to protecting the privacy and security of your personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our website, mobile application, and related services (the “Platform”).

By using the Platform, you acknowledge that you have read and understood this Privacy Policy and agree to its terms. This Policy should be read in conjunction with our **Terms & Conditions**.

## 1. Legal Compliance

This Policy complies with the **Saudi Personal Data Protection Law (PDPL)** and its Implementing Regulations, as well as applicable international standards, including the **EU General Data Protection Regulation (GDPR)** principles where relevant.

## 2. Who We Are

Hayyak Hospitality Co., CR 1010697474, Riyadh, Kingdom of Saudi Arabia, is the **data controller** for the purposes of applicable data protection laws.

We determine the purposes and means of processing your personal data and are responsible for safeguarding it.

## 3. Data We Collect

### 3.1 Personal Data

We may collect the following personal data:

- Full name, phone number, email address, postal address.
- Identity information (ID or passport number, date of birth, nationality).
- Payment information (masked card numbers, billing address, transaction history).
- Booking details (dates of stay, property details, services booked).
- Login credentials and account settings.

### 3.2 Technical Data

- IP address, device type, operating system, browser type, location data, cookies, and usage logs.

### 3.3 Communications

- Messages, reviews, inquiries, or complaints you send to us.

We do **not** request or store sensitive personal data unless required by law or for identity verification.

## 4. How We Collect Data

- **Directly from you** (registration, booking, communication).
- **Automatically** through cookies, analytics tools, and server logs.
- **From third parties** (payment processors, service providers, government authorities).

## 5. How We Use Your Data

We process your personal data for the following purposes:

- To register and manage your Hayyak account.
- To confirm and manage bookings.
- To process secure payments and issue invoices.
- To verify identity and prevent fraud.
- To communicate booking confirmations, updates, and promotions (with consent).
- To improve our Platform, services, and customer experience.
- To comply with applicable Saudi and international legal obligations.

## 6. Legal Basis for Processing

We process your personal data on the basis of:

- **Contractual necessity** — to perform the services you requested.
- **Legal obligation** — to comply with Saudi laws and regulatory requirements.
- **Legitimate interest** — to improve services, ensure security, and prevent misuse.
- **Consent** — for marketing communications or optional services (you may withdraw consent at any time).

## 7. Data Sharing & Disclosure

We may share your personal data only in the following cases:

- With accommodation providers, service partners, and payment processors necessary to complete your booking.
- With third-party IT hosting, analytics, and security providers under strict confidentiality agreements.
- With regulatory or governmental bodies where required by law, court order, or security necessity.
- In the event of a merger or acquisition subject to continued protection of your data.

We do **not** sell your personal data to any third party.

## 8. Data Storage & International Transfers

Your data may be stored in Saudi Arabia or securely transferred to servers in other jurisdictions, subject to PDPL compliance. International transfers will only occur where:

- The receiving country ensures adequate protection; or
- We have implemented binding contractual clauses and security safeguards (e.g., encryption).

## 9. Data Retention

We retain personal data only as long as necessary to:

- Provide services and fulfill contractual obligations.
- Comply with legal, tax, and regulatory requirements.
- Resolve disputes and enforce agreements.

After the retention period, your data will be securely deleted or anonymized.

## 10. Your Rights

Under PDPL and applicable laws, you may:

- Request access to your personal data.
- Request correction of inaccurate data.
- Request deletion of data (subject to legal retention obligations).
- Withdraw consent for marketing communications.
- Request a copy of your data in a portable format.

Requests can be made by emailing [privacy@hayyak.com](mailto:privacy@hayyak.com). We will respond within the timeframes required by law.

## 11. Cookies & Tracking

We use cookies and similar technologies to:

- Maintain secure sessions.
- Remember your preferences.
- Analyze usage patterns to improve services.

You may disable cookies in your browser, but certain features may not work as intended.

## 12. Security Measures

We apply industry-leading safeguards, including:

- Data encryption in transit and at rest.
- Multi-factor authentication for system access.
- Regular security audits and penetration testing.
- Restricted access to personal data on a need-to-know basis.

## 13. Data Breach Notification

In the event of a data breach affecting your personal data, we will:

- Notify the Saudi Data & Artificial Intelligence Authority (SDAIA) as required by PDPL.
- Inform affected individuals promptly, outlining the nature of the breach and recommended steps.

## 14. Limitation of Liability

While we take all reasonable measures to protect your data, we are not liable for any unauthorized access or disclosure resulting from circumstances beyond our reasonable control, including but not limited to cyberattacks, force majeure events, or user negligence.

## 15. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website with the “Last Updated” date. Continued use of our Platform after updates constitutes acceptance of the revised policy.

## 16. Contact Information

**Hayyak Hospitality Co.**

Riyadh, Kingdom of Saudi Arabia

Email: [privacy@hayyak.com.sa](mailto:privacy@hayyak.com.sa)