



Privacy Notice

1. Purpose

Salam (“Salam Group” or “Salam Mobile”) hereinafter “we” or “Salam”, are dedicated to ensuring the utmost privacy and protection of our customers. This Privacy Notice (“Notice”) describes how we may collect, use, store, disclose or process your personal data in accordance with KSA Personal Data Protection Law (PDPL).

2. Policy Statement

At Salam, we are committed to protecting your privacy and ensuring the security of your personal information. This privacy notice explains how we collect, use, and share your data, as well as your rights regarding that information. We adhere to applicable data protection laws and strive to be transparent about our practices, ensuring that your personal data is handled responsibly and with the utmost care. Your trust is important to us, and we are dedicated to safeguarding your privacy throughout your interactions with our services.

3. Objective

The objectives of this privacy notice are to provide clear and transparent information about how Salam collects, uses, and protects your personal data. We aim to ensure compliance with applicable data protection laws and foster trust by informing you of your rights regarding your information. By clearly outlining our data handling practices, we seek to empower you with the knowledge necessary to make informed decisions about your personal data and to enhance your confidence in our commitment to safeguarding your privacy.

4. Scope

This Notice applies to all functions within Salam. All employees, contractors, and vendors, whether permanent or temporary, are required to adhere to process personal data in accordance with PDPL.



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5. Acronyms and Abbreviations

Abbreviation	Definition
Personal Data	Is any element of data, regardless of source or form whatsoever, which independently or when combined with other available information could lead to the identification of a person including but not limited to: First Name and Last Name, Saudi National Identity ID Number, addresses, Phone Number, bank account number, credit card number, health data, images, or videos of the person.
Sensitive Personal Data	Refers to personal data that includes information revealing an individual's racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health information, or data concerning a person's sex life or sexual orientation. This data requires a higher level of protection due to its sensitive nature.
Third Party	Refers to any entity or individual, other than the Data Subject, the Controller, or the Processor, who is authorized to access, process, or control personal data under the direct or indirect authority of the Controller or Processor. This may include service providers, subcontractors, or any other external party involved in processing personal data as per the terms and conditions established by the Controller.
Regulatory Authority/ NDMO – SDAIA	National Data Management Office – Saudi Authority for Data and Artificial Intelligence.

6. Types of Personal Data Collected

We collect and process personal data relevant operational activities. Personal data collected may include but is not limited to:

- **Personal Info:** Your name, date of birth, nationality, residency details, national ID, passport info, social media profiles, and photos.
- **Communication Records:** Details about your calls and messages with us, including your phone number, call times, and duration.
- **Identifiers:** IDs we assign to you, like your business relationship, partner ID, or project name.
- **Contact Info:** Your address, phone number, email, and mobile number.
- **Financial Info:** Bank account numbers and IBAN.
- **Website Info:** Technical details like your IP address, login info, browser type, and device used to access our website.



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7. Methods of Collecting Personal Data

Most of the information we collect comes directly from you. You provide us with data when:

- You inquire about our products and services while considering becoming a customer.
- You order products and services or enter contracts with us.
- You set up and manage your account.
- You raise issues or concerns with our customer service. When you contact us via phone or chat on our website, we monitor and record these interactions to enhance our customer service quality and for training, operational, and compliance purposes.
- You visit our websites or online portals.

We may also obtain your personal information from third parties. Source may include:

- A customer who refers you to us. Additionally, you generate information when using our products and services. This occurs in the following situations:
- When you visit our websites, we utilize cookies and similar technologies to gather information about your visit. Some cookies are essential for website functionality, while others help enhance your online experience by remembering your preferences. They also assist us in creating content, advertising our products and services, and personalizing our offers. For more details on how we use cookies and your choices regarding them, please refer to our cookies and other technologies section of this Notice.

8. Use of Cookies and Tracking Technologies

Salam uses cookies to enhance your experience on our portal. When you first visit, we may save small text files, known as cookies, on your computer. These cookies store data that can be retrieved by the web server that created them. We use cookies to:

- Remember your preferences
- Enable login
- Identify you as a client or beneficiary
- Support awareness campaigns
- Prevent fraud

Most web browsers accept cookies by default, but you can adjust your settings to:

- Refuse all cookies or
- Receive alerts when cookies are sent

Please note:

- Some features of the website may not work properly if you disable cookies.
- We may or may not link cookie-stored information with any identifying details you provide.



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9. Purpose and Legal Basis for Data Collection

Salam may process your personal data for the following purposes:

- **Service Delivery:** To provide and validate the quality of services you request, based on the performance of a contract.
- **Website Improvement:** To monitor and enhance our website and its content, which is in our legitimate interests.
- **Awareness Campaigns:** To conduct campaigns aimed at informing and engaging you, either with your consent or based on legitimate interests.
- **Public Relations:** To communicate relevant information related to our services or consultations, also serving our legitimate interests.
- **Complaint Resolution:** To address any complaints or concerns you may raise, which falls under legitimate interests or the performance of a contract.
- **Legal Compliance:** To adhere to applicable laws, regulations, and court orders, fulfilling our legal obligations.
- **Investigations:** To study violations, identify offenders, and take necessary actions for investigation, based on legitimate interests or legal obligations.
- **Legal Rights Protection:** To establish, exercise, or defend legal rights in connection with legal proceedings and to seek legal advice, which aligns with our legitimate interests or legal obligations.
- **Data Sharing:** We may share your personal data with external parties in specific situations, including:
 - If you give explicit consent for the disclosure.
 - If the data was collected from a publicly available source, which serves our legitimate interests.
 - If the requesting entity is a public authority (for security or compliance purposes), fulfilling our legal obligations.
- If the disclosure is necessary to protect public health or safety, or to safeguard the life or health of individuals, based on vital interests.
- If the disclosure is processed in a way that anonymizes the identity of the data owner or any other individual involved, serving our legitimate interests.

10. Data Storage and Retention Practices

Salam takes reasonable steps to protect your personal data from misuse, loss, and unauthorized access, modification, or disclosure. We keep your personal data in a way that allows us to identify you for at least five years after our business relationship ends. This period is necessary to fulfill legal and regulatory requirements. After this time, your data will be either deleted or securely archived to comply with legal retention rules. We will follow the security measures set by the National Cybersecurity Authority during this process.



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11. Measures for Data Security

We are committed to protecting your personal data and ensuring its accuracy. We implement reasonable physical, administrative, and technical safeguards to help protect your personal data from unauthorized access, use, and disclosure. For instance:

- We encrypt information, such as credit card details, during transmission over the Internet. We also require our suppliers to take measures to protect this information from unauthorized access and use.
- We store your personal data on secure computer systems with limited access, located in facilities that are fully secured.

Please note that communication over the Internet is not always secure, even when encrypted. We cannot be held responsible for any unauthorized access or loss of personal data that occurs beyond our control. You are responsible for the security of your personal data, including your login details and any personal data shared with us online.

12. Your Rights

Under the PDPL, you have specific rights concerning the collection and processing of your personal data. These rights may vary based on the purpose for which your data was collected:

- **Right to Be Informed:** You have the right to know the purpose and type of personal data we hold about you.
- **Right to Access:** You can request an access or obtain a copy of your personal data.
- **Right to Rectify:** You have the right to correct, complete, or update your personal data.
- **Right to Withdraw Consent:** You can withdraw your consent, block marketing calls, or stop receiving promotional messages.

To exercise your data subject rights, you can send as an email at DPO@salam.sa Once a request to exercise any of these rights is received, we will respond within 30 days from the date of receipt.

13. File a Complaint or Objection

If you are not satisfied with our response, or if we do not respond within 30, you have the right to escalate your complaint to the Competent Authority, Saudi Data and Artificial Intelligence Authority (SDAIA) [here](#).

14. Review and update Notice

To maintain protection of your personal data, we may update this Privacy Notice as needed. This could be due to changes in laws or other relevant factors. Any updates will be posted here, so we encourage you to check this Notice periodically. This version was last updated on October 2024.



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15. Contact Us

For questions or concerns regarding this policy or data retention practices, please contact:

Data Protection Officer (DPO)

Integrated Telecom Co. (Salam)

P.O BOX 8732 Riyadh 11492

Kingdom of Saudi Arabia

Tel: +966 11 50 555 55

Fax: +966 11 50 555 11

CR. 1010206051

[\[DPO@salam.sa\]](mailto:DPO@salam.sa)