

## Privacy Policy

Department of Tourism and Commerce Marketing (“**DTCM**”) and its affiliates, including, but not limited to, Dubai Festivals and Retail Establishment, Dubai Business Events and Dubai Calendar are committed to providing excellent service to all their customers, including respecting their concerns about privacy. We have provided this Privacy Policy to help you, the user, understand how we collect, use and protect your personal information when you visit and use this website and how that information will be treated. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

This Privacy Policy should be read together with our **terms of use** [http://www.visitdubai.com/~media/pdfs/legal/DTCM\\_TermsOfUse\\_final.ashx](http://www.visitdubai.com/~media/pdfs/legal/DTCM_TermsOfUse_final.ashx) and any other documents referred to on it.

## Acceptance

By visiting <http://www.visitdubai.com/> you are accepting and consenting to the practices described in this Privacy Policy. If you do not agree with this policy, please do not use this website.

## Uses made of the information

We use information held about you in the following ways:

### Information you give to us

We will use this information:

- to provide you with the information, products and services that you request from us;
- to respond to your questions, comments and requests and may be used by us, or entities acting on our behalf, for marketing and quality assurance purposes;
- to provide you with information about other services we offer that are similar to those that you have already enquired about;
- to provide you, or permit selected third parties to provide you, with additional services and/or information about additional services that may interest you. If you are an existing **customer**, we will only contact you by electronic means (e-mail or SMS) with information about services similar to those which were the subject of a previous dealing with you. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this electronically;;
- to notify you about changes to our site; and/or
- to ensure that content from our site is presented in the most effective manner for you and for your computer.

### Information we collect about you

We will use this information:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and/or
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

### Information we receive from other sources

We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

### **How we collect personal information**

We collect your personal information directly from you unless it is unreasonable or impractical to do so.

We do this in ways including:

- through your access and use of our website, apps or sending SMS/MMS to us;
- through someone else who has provided us with your information (e.g. a gift subscription);
- during conversations between you and our representatives; or
- when you complete an application or subscription.

We may also collect personal information from third parties including:

- third party companies such as credit reporting agencies, law enforcement agencies and other government entities;
- advertisers;
- mailing lists;
- recruitment agencies; and/or
- contractors and business partners.

### **Disclosure of your information**

We may share your information with selected third parties.

## **Internet Protocol (IP) Address**

An IP Address is a number that is automatically assigned to your computer every time you browse the Internet. When you visit this website, the server used by our Web Host will make a record of your IP Address, together with the date and time of your visit, the type of Internet Browser you use and the URL of any other website that referred you to this website. We do not link IP addresses to anything personally identifiable. Thus, each user session is anonymous.

We may also log IP Addresses (the electronic addresses of computers connected to the internet) to analyse trends, administer the website, track user movements, and gather broad demographic information.

## **Cookies**

In some cases we may also collect your personal information through the use of cookies. When you access our website, we may send a “cookie” (which is a small summary file containing a unique ID number) to your computer. This enables us to recognise your computer and greet you each time you visit our website, without bothering you with a request to register or log-in. It also helps us keep track of 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 websites have been visited, and to measure transaction patterns in the aggregate. We use this to research our users’ habits so that we can improve our services. If you do not wish to receive cookies, you can set your browser so that your computer does not accept them.

We may also collect anonymous data (which is not personal information) relating to your activity on our websites (including IP Addresses) via cookies, or we may collect information from you in response to a survey. We generally use this information to report statistics, analyse trends, administer our services, diagnose problems and target and improve the quality of our services. To the extent this information does not constitute personal information because it does not identify you or anyone else, the we may use this information for any purpose and by any means whatsoever.

## **Links To Other Web Sites**

We are not responsible for the practices employed by websites or services linked to or from our website, including the information or content contained therein or the data collection practices or privacy policies therein. Please remember that when you use a link to go from our website to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party’s own rules and policies. In addition, you agree that we are not responsible and we do not have control over any third-parties that you authorize to access your user content. If you are using a third-party website or service (like Facebook or Google groups etc.) and you allow such a third-party access to your user content you do so at your own risk. This Privacy Policy does not

apply to information we collect by other means (including offline) or from other sources other than through our website.

### **Legal Issues**

DTCM will disclose personal information when required by law, or in good faith believe such action is necessary or desirable to comply with the law, protect, or defend the rights or property of DTCM, this website, or its users.

### **Contact Us With Your Questions and Comments**

If you elect to contact us with any questions, comments or requests using one of the online forms that form part of this website, you will need to provide your full name, telephone number and e-mail address so that we can be sure to be able to contact you. Depending on which online form you complete, you will be given the opportunity to provide additional information that will allow us to serve you better, although the additional information might not be required in order for you to complete and submit the online form.

You can also contact us by simply sending an e-mail addressed to [info@dubaitourism.ae](mailto:info@dubaitourism.ae)

### **Opt-Out**

DTCM will give users an opportunity to opt-out of any release of information where:

1. the user does not want DTCM to furnish information to third parties; or
2. the user does not want to receive any further communications from DTCM.

Users should email [info@dubaitourism.ae](mailto:info@dubaitourism.ae) and specify what they would like to opt-out of.

### **Security**

We will take all reasonable steps to protect the personal information that we hold from misuse, loss, or unauthorised access, including by means of firewalls, password access and secure servers.

The information that you include in any of the online forms will not be encrypted prior to transmission, so you should exercise good judgment about the nature of the information that you include in the form (e.g. do not include things like your credit card number in the comments field).

If you suspect any misuse or loss of, or unauthorised access to, your personal information, please let us know immediately.

### **Privacy Policy Changes**

In the future, we may revise or amend this Privacy Policy at any time by amending this page. All changes will be made here so you will always know what information we gather, how we might use that information and whether we will disclose it to anyone. You are expected to check this page from time to time to take notice of any changes we make, as they are legally binding on you. Some of the provisions contained in this privacy policy may also be superseded by provisions or notices published elsewhere on our site.

Your continued use of DTCM [and/or its affiliates] websites following the posting of changes to these terms will mean you accept those changes.

### **Conclusion**

Your privacy concerns are important to us. We hope this Privacy Policy has been helpful to you.

### **Questions Concerning This Internet Privacy Policy**

If you have questions regarding this Privacy Policy, please feel free to e-mail us at [info@dubaitourism.ae](mailto:info@dubaitourism.ae)