

White Middle East Limited - Privacy Policy

At www.whiteme.net (the "Website"), which is owned and managed by White Middle East Limited ("we", "us", "our"), we respect your privacy and are committed to maintaining it.

This privacy policy forms part of the standard terms and conditions of use of this Website www.whiteme.net/policies/wme_terms_and_conditions.pdf. In the event that we make any changes to the policy, the information below will be updated immediately.

We will treat your personal information as confidential, and will be used solely for the purpose of completing the transaction, delivering the product and addressing any customer service issues as detailed below. We will keep your personal information on a secure server, and we will fully comply with all applicable legislation from time to time in place in the Emirate of Dubai in respect of such matters as consumer protection and data protection.

We use the information you provide us:

- To administer your account and may disclose your details to our third party service providers for the purpose of processing your order;
- for statistical purposes to improve the Website and its service to you;
- to provide Website content and advertisements to you;
- to administer the Website; and
- From time to time, to inform you by post, email or other available means of product, services, promotions and special offers from our retail channel and White Middle East Limited group of companies.

In the event that your registered information requires updating or correcting, we will, upon your request, perform such amendment and use all reasonable endeavours to delete all previous information from our records, but you acknowledge that records of deletions and backups may mean that some information is retained.

Telephone contact:

We will only contact you by telephone if there is a query regarding your order. Please note that calls to our customer services representatives may be recorded for quality monitoring and training purposes.

Disclosure of information to third parties:

- We will only pass on your details to third parties who may contact you for marketing purposes by mail or email, or research agencies with your prior approval. We will never disclose your payment details to these third parties.
- We may pass on non-personal aggregated information about sales and Website usage to reputable organisations for research or analysis purposes only.
- We do pass your details to approved customer service centres, which will use this data solely for the purpose of answering your customer service queries.

By using this Website you consent to:

- The information you provide being processed for any of the above purposes, except where you have chosen to opt out of being contacted by us or third parties.

We use cookies for the following purposes:

- To ensure that items are placed into your shopping basket and orders processed correctly;
- To identify you as you travel around our site; and
- To provide site usage information, which together with purchase information, will further help us improve and develop the products and services we offer.

Cookies are small pieces of information that are stored by your browser on your computer hard drive. They contain no recognisable personal information.