

## **FunkySouq Privacy Policy**

This Privacy Policy explains how **AFM E-Shop FZ LLC (operating as FunkySouq)** (“we”, “our”, “us”) collects, uses, shares, and protects your personal data when you use our website, mobile application, and services in the United Arab Emirates (UAE) and globally.

By accessing or using FunkySouq, you consent to the practices described in this Privacy Policy.

### **1. Information We Collect**

We may collect the following categories of information:

#### **a) Personal Information**

- Full Name
- Contact details (email, phone, billing/shipping addresses)
- Emirates ID or Passport details (if required for KYC)

#### **b) Account & Transaction Data**

- Login details, order history, saved items, and preferences
- Payment details (securely processed via Network International; we do not store full card details)

#### **c) Device & Technical Data**

- IP address, browser type, device identifiers, geolocation (if enabled)
- Cookies and analytics data

#### **d) User-Generated Content**

- Images uploaded by users for the **Virtual Try-On feature** (face/body visuals for trying products digitally)
- Reviews, feedback, and inquiries

#### **e) Vendor/Supplier Data (if applicable)**

- Trade license, tax registration, bank details, and relevant compliance documents

### **2. How We Use Your Information**

We use the collected data for the following purposes:

1. **Service Delivery** – To process orders, facilitate delivery, and manage returns/refunds.
2. **Account Management** – To maintain and secure your FunkySouq account.
3. **Personalization** – To recommend products, enable **Virtual Try-On**, and enhance shopping experience.

4. **Payments** – To process secure transactions via our payment gateway (Network International).
5. **Marketing & Promotions** – To send offers, newsletters, and targeted ads (with opt-out option).
6. **Security & Fraud Prevention** – To verify users, detect fraud, and comply with UAE AML/KYC regulations.
7. **Legal Compliance** – To meet obligations under **UAE Federal Laws, TRA guidelines, and DIFC data protection laws.**

### 3. Special Notice on Virtual Try-On & Image Data

- Images uploaded for **Try-On** are processed securely and **not shared with third parties without consent.**
- Images may be stored temporarily for functionality but are **not used for biometric identification.**
- Users can request deletion of Try-On images at any time via their Funkysouq account.

### 4. Data Sharing & Disclosure

We do **not sell or rent your data.** However, data may be shared in the following limited scenarios:

- **Service Providers** – Logistics (e.g., Aramex), payment processors, cloud hosting.
- **Vendors/Sellers** – Only to fulfill your specific orders.
- **Legal Authorities** – If required under UAE law for fraud investigation, AML/KYC compliance, or court orders.
- **Business Transfers** – In case of merger, acquisition, or restructuring.

### 5. Data Retention

- Personal data is retained only as long as necessary for providing services, complying with law, and resolving disputes.
- Vendor financial/transaction data may be retained for **minimum 5 years** as per UAE AML law.
- Try-On images are **deleted immediately on user request** or after a defined retention period.

### 6. User Rights

You have the right to:

- Access, update, or delete your personal data.
- Opt-out of marketing communications at any time.

- Request deletion of **Try-On images or uploaded content**.
- File a complaint with UAE data protection authorities if you believe your rights are violated.

## 7. Cookies & Tracking

- FunkySouq uses cookies and analytics tools to improve website performance.
- You may disable cookies, but certain site functions may be limited.

## 8. Data Security

We implement strict security measures including:

- Encrypted payments via **Network International**
- SSL/TLS for all data transfers
- Restricted access to user data
- Regular security audits

## 9. Children's Privacy

- FunkySouq does not knowingly collect data from children under **18 years**.
- Parents/guardians may request deletion of such data.

## 10. Governing Law & Jurisdiction

This Privacy Policy is governed by the **laws of the United Arab Emirates**, with jurisdiction under Dubai Courts.

## 11. Contact Us

For any queries, requests, or complaints regarding privacy, please contact:

 **Email:** [support@funkysouq.com](mailto:support@funkysouq.com)

 **Address:** AFM E-Shop FZ LLC, Dubai, UAE