

## PRIVACY POLICY

The Royal Commission for Riyadh City (RCRC) is committed to protecting the rights of the visitors and users of this Website and confidentiality of their sensitive data. We have prepared this Privacy Policy to disclose our approach to collecting, processing and using user's data.

Please read this Privacy Policy carefully to fully understand your relevant rights. If you do not agree to this Privacy Policy in general, or any of its terms, you should immediately stop browsing and using the Website.

For additional enquiries and comments regarding the Privacy Policy, please feel free to email us at: [info@rcrc.gov.sa](mailto:info@rcrc.gov.sa).

We may change or update this Privacy Policy from time to time, and any changes will be published on this Page. Any updates or changes shall become effective immediately upon publication, which requires you to always review this page for any updates.

### Consent to Privacy Policy

This Policy has been prepared pursuant to the Personal Data Protection Law, issued by Royal Decree No. (M/19) dated 9/2/1443 AH, as amended by Royal Decree No. (M/148) dated 5/9/1444 AH, along with its Implementing Regulations. By accessing and using the portal, platforms, and applications of the Royal Commission for Riyadh City (RCRC), you hereby consent to this Privacy Policy. Any data you provide may be processed or shared with third parties for lawful and legitimate purposes, in alignment with legal regulations and operational requirements aimed at serving the public interest. Such data processing and sharing will be conducted without compromising the activities of the relevant parties, individuals' privacy, or environmental safety, and without requiring additional consent from you.

### Entered Data

You may provide us with personal data when you contact us via contact form, email, telephone, social media, or by subscribing to our newsletters or notifications, or by creating an account.

We use your personal data for a variety of purposes including, but not limited to, communicate with you, send newsletters or notifications, contact you by phone or email, identify users, customize the content and services of our Website to suite your interests, enforce our Terms of Use, provide third parties with statistical information, and to keep you updated about our products, services, events, news, and other information that we think may interest you.

We use your personal data exclusively to achieve the purposes specified in this Policy or as required by the Personal Data Protection Law and its Implementing Regulations. Sensitive data is utilized only with your clear

and informed consent.

## **Technical Usage Data**

When you visit our website, we automatically gather data sent by your computer, mobile phone, or any other device used for browsing. This includes your Internet Protocol (IP) address, data about your device, such as its operating system, name, and type, mobile network data, and standard web information like browser type and the pages you access.

We collect such data to optimize website content for your interests and device capabilities, enhance overall user experience, improve website performance, troubleshoot errors, analyze data, conduct testing and research, strengthen information security, assess content effectiveness, and address server-related issues.

## **Secure Data Processing**

Under this Privacy Policy, we commit to protect and process your personal data securely. We also take reasonable physical, administrative and technical measures to protect your personal data from loss, theft, unauthorized use, illegal access or modification. However, since the security of the Internet cannot be fully guaranteed, we cannot ensure the security or protection of any personal data provided through our website, by e-mail, or by other means. Accordingly, any data processed through the Website is done at your own risk.

## **Cookies**

This website uses cookies to personalize content and ads, provide social media features and analyze traffic. We also share data about your use of our site with our social media, advertising and analytics partners who may combine it with other data that you've provided to them or that they've collected from your use of their services.

## **Geo-location**

Sometimes, we may request permission to identify your geolocation. By granting this permission, you provide us with explicit consent to enable certain features and services offered through the Website.

## **Protection of Personal Data**

Your personal information will not be available to any other party except for government officials when a need arises. Such information will never be available for the public without your prior consent. Besides, such data will not be circulated, exchanged nor sold to any other party without your prior consent. We only allow our experts and qualified officials to deal with such information for providing services of the Website.

We may share your data with law enforcement agencies, public authorities, or other organizations as required by the applicable laws and regulations.

## **Retention of Your Personal Data**

We will retain your personal data for as long as necessary to achieve the purposes described above. We will also retain and use your personal data to the extent necessary to fulfill our legal obligations, settle disputes or enforce our policies. After you terminate your use of our website, we will store your data in an aggregated and anonymized form.

We may share your data with law enforcement agencies, public authorities, or other organizations as required by the applicable laws and regulations.

## **Storage Location of Your Personal Data**

### **Data Destruction Procedures**

Data is processed and stored within the Kingdom of Saudi Arabia, and, in compliance with applicable laws, your personal data may also be handled by authorized third parties. We will take all necessary measures to ensure that your personal data is processed securely in accordance with the Privacy Policy.

We are committed to protecting your personal data and ensuring that its processing meets the highest standards of security. Secure data destruction procedures will be enacted once the purpose for collecting and processing your personal data has been achieved, upon receipt of a deletion request from you, or when it is determined that your data is no longer required for its intended purposes. To ensure the secure destruction of your data, we use reliable methods, including:

- **Digital Data:** Digital data will be deleted or destroyed from our databases and storage systems through secure erasure methods that ensure no possibility of subsequent recovery, retrieval, or access. This includes the use of permanent deletion techniques to eliminate electronic files completely.
- **Paper-Based Data:** Paper-based data will be securely destroyed using approved shredding machines, to ensure they cannot be recovered or reused.

## **Your Rights Concerning the Processing of Your Personal Data**

In alignment with the Personal Data Protection Law, which delineates the rights of personal data owners, the Royal Commission for Riyadh City (RCRC) empowers you to exercise the following rights:

- **Right to Be Informed:** This right entails informing you of the legal basis for the collection of your personal data, the purpose of that collection, and assuring you that your data will not be processed subsequently in

a manner incompatible with its original purpose.

- **Right to Access Your Personal Data:** You have the right to request a copy of your personal data in accordance with regulatory requirements by reaching out to us via email: [info@rcrc.gov.sa](mailto:info@rcrc.gov.sa). It will be provided to you within thirty days.
- **Right to Correct Your Personal Data:** You have the right to request corrections and updates to your personal data if it is found to be inaccurate, incorrect, or incomplete by reaching out to us via email: [info@rcrc.gov.sa](mailto:info@rcrc.gov.sa).
- **Right to Destroy Your Personal Data:** You have the right to request destruction of your personal data in accordance with regulatory requirements by reaching out to us via email: [info@rcrc.gov.sa](mailto:info@rcrc.gov.sa).
- **Right to Withdraw Your Consent:** You may withdraw your consent to the processing of your personal data at any time, except where legal justifications dictate otherwise. To initiate this process, please reach out to us via email: [info@rcrc.gov.sa](mailto:info@rcrc.gov.sa).

## Other Websites

This Policy applies exclusively to the Website, portal, platforms, and applications affiliated with the Royal Commission for Riyadh City (RCRC). If you navigate to other websites, whether directly or indirectly, it is important to carefully review their privacy policies to understand their information security and privacy practices. The RCRC assumes no responsibility or liability for the policies or practices of these external websites.

## Tools and Third Parties

We may utilize third-party analytics tools, such as Google Analytics, to enhance the website and user experience. These third parties may process data related to your visits to this website and others to generate traffic insights and offer services that align with your interests. It is recommended that you review the privacy policies of these third parties, as we do not assume any responsibility for their data collection policies or practices.

## Notifications, Announcements and Newsletters

We may, from time to time, send you notifications, announcements or newsletters (for example, messages related to security or privacy or site updates).

## Website-only Privacy Policy

This Privacy Policy applies only to our activities conducted through this Website, portal, platforms, and applications affiliated with the Royal Commission for Riyadh City (RCRC). It does not cover any data



collected offline or via other channels.