

## 1. Who We Are

This is the Website Privacy Policy of **Linda Cars**. In this Privacy Policy, “**we**”, “**our**” and “**us**” refer to:

**Linda Cars – Linda Motors LLC**

TRN: **100567390800003**

The One Tower, Podium 6, Barsha Heights, Sheikh Zayed Road, Dubai, UAE  
and our other branches in the United Arab Emirates.

References to “**this website**” or “**the website**” are to our website, the homepage of which can be accessed via [www.lindacars.com](http://www.lindacars.com).

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## 2. About This Privacy Policy

This Privacy Policy explains how we collect, use, disclose and protect your **personal information** when you use our website and any related online services.

We may update this Privacy Policy from time to time. Any changes will be posted on this page, with an updated “last updated” date. We encourage you to review this policy periodically.

By using our website, you acknowledge that you have read and understood this Privacy Policy and agree that your personal information will be processed in accordance with it and with **applicable laws of the UAE**.

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## 3. Summary of Key Points

- We collect personal information that is **necessary to operate our website and services**, for example to handle inquiries, process applications, support users, improve our services and manage recruitment and marketing activities.
- We collect personal information to **provide information to prospective customers and partners**, including regarding career opportunities, becoming a partner, distributor, customer, or employee.
- The types of personal information we may collect include: **name, telephone number, mobile number, email address, postal and residential address, IP address, and any other personal information you voluntarily provide.**
- We take **reasonable technical and organisational measures** to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure.
- By using our website, you consent to your personal information being **processed and, where necessary, shared** between us, our service providers, and competent authorities in accordance with this Privacy Policy and applicable UAE law, including where such transfer is necessary for operating, maintaining or improving our website or complying with legal obligations.
- For any questions about our privacy practices, you can contact us using the details in section **13 – Contact Details & Complaints**.

The following sections provide more detail.

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#### 4. Why We Collect Personal Information

As an online and physical automotive business, we need to collect personal information from:

- Users of our website and digital platforms
- Customers and prospective customers
- Job applicants and prospective employees
- Suppliers, partners and their representatives

We may need personal information in order to:

- Operate and maintain our website and online services
- Provide information about our vehicles, offers, services and events
- Respond to enquiries, complaints and support requests
- Process test drive bookings, reservations, finance applications and other requests
- Communicate about career opportunities and recruitment
- Improve our website functionality, performance and user experience
- Comply with applicable UAE laws and regulations

Where it is reasonable and practical to do so, we will collect personal information **directly from you**. In some cases, we may also receive personal information from:

- Our sales agents and representatives
- Other group entities or business partners
- Publicly available sources, where permitted by law

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#### 5. Personal Information We Collect

The personal information we may collect through our website and related channels includes (but is not limited to):

- Name
- Telephone number and mobile number
- Email address
- Postal address and residential address
- Vehicle details (for buying/selling/valuation requests)
- IP address and general location data
- Information you provide in forms, surveys, applications, CVs or messages

We also automatically log certain information when you access our website, such as:

- IP address used to access the website
- Date and time of visit
- Pages viewed and time spent
- Type of browser and device used

We use this information to understand general traffic patterns, diagnose server problems, perform site administration and improve user experience.

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## 6. Cookies and Similar Technologies

We use **cookies** and similar technologies to collect certain information as you navigate through our website.

- A cookie is a small text file stored on your device to help us recognise your browser and remember certain information.
- Cookies help us tailor and improve the content and features we present to you, which can enhance your experience on our site.

We may use cookies for purposes such as:

- Remembering your preferences and settings
- Understanding how visitors use our website
- Improving website performance and functionality
- Supporting security and fraud prevention
- Supporting marketing and analytics (where permitted)

The cookies we use do **not** give us direct access to files or data on your computer beyond what you choose to provide. You can usually control or disable cookies through your browser settings; however, some features of the website may not function properly if cookies are disabled.

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## 7. How We Use Personal Information

We may use the personal information we collect for one or more of the following purposes:

- Running, operating and managing our website and digital platforms
- Providing our products and services, including:
  - responding to enquiries and requests
  - scheduling test drives
  - processing reservations, purchases and finance-related requests
- Conducting marketing and promotional campaigns (where permitted), including sending you information about vehicles, offers, events and services that may be of interest
- Handling complaints and customer support
- Managing employee and recruitment records
- Processing applications submitted via the website (e.g. jobs, partnerships, consignments)
- Identifying you when you contact us with questions or concerns
- Engaging third parties to support research, development and improvement of our website and services
- Providing information to our legal, accounting or financial advisers, auditors or debt collectors, where required
- Complying with applicable UAE laws, regulations and legal processes
- Protecting our rights, safety, property and the safety of our customers, staff and the public

We may aggregate or anonymise personal information for analytics, reporting and business planning. Aggregated or anonymised data that no longer identifies you is **not** considered personal information.

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## 8. When We Disclose Personal Information

We may share personal information, to the extent necessary, with:

- Service providers and vendors who assist us with:
  - hosting and maintaining our website
  - IT, security and payment services
  - data analytics and marketing services
  - customer support and call centres
- Banks, finance companies and insurance providers when you request or consent to such services
- External workshops, testing centres or other service providers where necessary to provide services you requested (for example, RTA-approved testing, repairs, warranty or service contracts)
- Professional advisers (lawyers, accountants, auditors) and debt collection agencies
- Government authorities, regulators, law enforcement or courts, where required by law or reasonably necessary to:
  - prevent, detect or investigate crime or fraud
  - comply with legal obligations, court orders or official requests
  - protect our legal rights, privacy, safety or property, or those of others

We do **not** sell, trade or rent your personal information to unrelated third parties for their independent marketing purposes.

If we are involved in a merger, acquisition, asset sale or corporate restructuring, personal information may be transferred as part of that transaction, subject to confidentiality and applicable law.

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## 9. Marketing Communications

From time to time, we may use your contact details to send you information about:

- Vehicles, offers and promotions
- Events and campaigns
- Services, finance options and related products

We aim to comply with **applicable UAE laws and regulations** regarding electronic marketing and anti-spam practices.

If you no longer wish to receive marketing emails or messages from us, you can **opt out** at any time by:

- following the unsubscribe instructions in the email; or
- contacting us using the details in section 13.

We may still need to contact you for **non-marketing** purposes (for example, to confirm a booking, respond to an enquiry, or provide updates on a transaction).

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## 10. Data Security

We take reasonable and appropriate steps to protect personal information from:

- misuse

- interference and loss
- unauthorised access
- unauthorised modification or disclosure

These measures include:

- using **Secure Socket Layer (SSL)** encryption on certain parts of our website
- maintaining technical safeguards such as firewalls, access control and antivirus solutions
- restricting access to personal information to authorised employees and service providers who need it to perform their duties
- physical security measures at our offices and branches

While we strive to protect personal information, no method of transmission or storage is completely secure. You acknowledge that no website or system can be guaranteed as 100% secure.

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## 11. Data Retention and De-Identification

We will retain personal information for as long as reasonably necessary to:

- fulfil the purposes for which it was collected
- meet legal, regulatory, tax or accounting requirements
- resolve disputes and enforce our agreements

When personal information is no longer required, we will take reasonable steps to **delete or de-identify** it, unless we are legally required to retain it for a longer period.

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## 12. Your Rights

Subject to applicable UAE law, you may have the right to:

- request access to the personal information we hold about you
- request correction of inaccurate, incomplete or outdated personal information
- object to certain types of processing, or request restriction (where applicable)
- withdraw consent where processing is based on consent (this will not affect the lawfulness of processing before withdrawal)

To help us keep your information accurate and up to date, please notify us if any of your personal details change.

You can request access or correction by contacting us in writing using the details in section 13. We may need to verify your identity before fulfilling your request.

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## 13. Complaints & Contact Details

If you have any questions about this Privacy Policy or how we handle your personal information, or if you wish to make a **privacy-related complaint**, please contact us:

**Phone:** +971 4 510 9400

**Email:** [info@lindacars.com](mailto:info@lindacars.com)

**Addresses:**

1. **Al Quoz Branch**  
26th St – Al Quoz Industrial Area 4  
Dubai – United Arab Emirates
2. **Tecom Hub Branch**  
The One Tower, Podium 6  
Barsha Heights, Sheikh Zayed Road  
Dubai – United Arab Emirates

We will use our best efforts to respond to your request or complaint **within 10 business days** of receiving it. This may include:

- contacting you for more information
- working with you to resolve the issue
- proposing options for resolution