

# DEIRA INTERNATIONAL SCHOOL PRIVACY POLICY



مدرسة ديرة الدولية  
DEIRA INTERNATIONAL SCHOOL  
FESTIVAL CITY

Al-Futtaim Education Foundation

**ABOUT US:** Founded in 2005, Deira International School (Br. Of Al Futtaim Education Foundation) is renowned for providing an excellent inclusive and holistic education. We have a strong focus on academic progress and achievement, and for the significant majority of our students continuation to university is their chosen route. We have over 80 different nationalities represented across our school and this diversity is fundamental to the community nature of the school. Exceptional facilities provide wonderful opportunities for a holistic approach to education; sport, performing arts, academic, technological, leadership and creative pathways are all on offer, ensuring our students enjoy enriching and varied school experiences within our classrooms and beyond.

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There are instances where Al-Futtaim requests personally identifiable information from the Site users to provide them with a service or correspondence (promotions and mailed brochures). This information, such as name, mailing address, e-mail address, type of request and possibly additional information, is collected and stored in a manner appropriate to the nature of the data by Al-Futtaim and is used to fulfill your request. Although Al-Futtaim makes every effort to ensure the secure collection and transmission of sensitive user information using industry accepted data collection and encryption methodologies Al-Futtaim does not guarantee the security of any information transmitted to or from the Site or data gathered from the usage of the Site. The information you provide and the data gathered is used by Al-Futtaim to improve the services we provide you. You hereby grant Al-Futtaim an unrestricted, royalty-free, irrevocable license to use, reproduce, display, perform, modify, transmit and distribute any information you send, and agree that Al-Futtaim is free to use any ideas, concepts, know-how or techniques that you send Al-Futtaim for any purpose.

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## **PRIVACY POLICY**

The use of the site is subject to Al-Futtaim 's Privacy Policy.

## **LINKS TO THIRD PARTY WEB SITES**

Al-Futtaim makes no representations whatsoever about any other web site which you may access through the Site. When you access a non- Al-Futtaim web site, please understand that it is independent from Al-Futtaim, and that Al-Futtaim has no control over the content on that web site. In addition, a link to a non-Al-Futtaim web site does not mean that Al-Futtaim endorses or accepts any responsibility for the content, or the use of such web site. It is up to you to take precautions to ensure that whatever you select for your use is free of such items as viruses, worms, Trojan horses and other items of destructive nature. Al-Futtaim makes no representation or warranty as to any third party products. Note also that Al-Futtaim Privacy Policy does not apply to any non- Al-Futtaim web site which may be accessed through the Site. Please refer to such non- Al-Futtaim web sites' own privacy policies (if any) to determine the privacy policies which apply when using such non- Al-Futtaim web sites.

## **LIMITATION OF LIABILITY**

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## PRIVACY POLICY

Al-Futtaim will not be liable for any damages of any kind including but not limited to, special, incidental or consequential damages arising out of or relating to the use or the inability to use the Site, the Content or links, damage caused by viruses affecting your computer equipment or your reliance on the Content or use of the products or services promoted/advertised at or associated with the Site.

### INDEMNITY

You hereby agree to indemnify, defend, and hold harmless Al-Futtaim and its shareholders, associates, employees and agents from any suits, losses, claims, demands, liabilities, costs and expenses (including attorney and accounting fees) that they may sustain or incur arising from (i) your use of the Content available at or downloaded from the Site, (ii) your failure to comply with any applicable laws and regulations or to obtain any licenses or approvals from the appropriate government agencies necessary to purchase or sell the products and services associated with the Site (iii) your use of the Content in any way contrary to the terms of use, (iv) the sale, purchase, transportation, delivery, use or disposal of any product, or service associated with the Site or available through other sites linked to the Site, or any loss suffered by or harm to any person or property in any way relating to of caused in whole or in part by your use of the Site or any service or product, associated with the Site (including, without limitation, any personal injuries or death of any third person caused in whole or in part by such products or services, the use, transportation, delivery, storage or handling thereof), and (v) any taxes attributable to the relating to any service or product associated with the Site.

### PAYMENT MODE

Deira International School (Br. Of Al Futtaim Education Foundation) accepts payments online, using Visa and MasterCard, credit/debit card in AED.



### REFUNDS AND RETURN POLICY

- Refunds will only be done through bank transfer/cheque.
- All refunds due to technical errors, will be the same mode of payment from the bank.

### PRIVACY AND SECURITY POLICY

Al-Futtaim recognises the importance of protecting the privacy of personal information collected about users (the Users) of the web sites (the Web Sites) belonging to Al-Futtaim. "Personal Information" includes, but is not limited to, usage data, along with the name, address, telephone number and e-mail address of the Users. Al-Futtaim reserves the right to analyse and utilise the user data in order to more effectively optimise the user experience and to present certain opportunities to the Users for their benefit. Al-Futtaim has adopted this Privacy and Security Policy to inform the Users how it collects, stores, and uses Personal Information. Al-Futtaim's intent is to balance its legitimate business interests in collecting and using Personal Information against the reasonable expectations of privacy of the Users.

By using any of the Web Sites, you consent to the collection and use of your Personal Information by Al-Futtaim as set forth in the policy currently in effect. If we decide to change our

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policy, such changes will be posted at the Web Sites, so please check back periodically to ensure you have the most current policy.

All credit/debit cards details and personally identifiable information will NOT be stored, sold, shared, rented or leased to any third parties.

## **COLLECTION**

Al-Futtaim collects Personal Information when you visit the Web Sites or place an online order with us.

In addition we may ask you for Personal Information at other times, including by way of example, when you enter a sweepstakes, contest or promotion sponsored by us, when you complete surveys or other questionnaires, or when you send an e-mail to us. Whenever Al-Futtaim collects Personal Information we try to include a link to this Policy on the Web Site page concerned.

Our web servers also collect the domain names of the visitors to the Web Sites. This information is aggregated to measure number of visits, average time spent on the Web Sites, pages viewed, etc.

## **COOKIES**

"Cookies" are pieces of information that Al-Futtaim transfers to the hard drives of the Users for record-keeping purposes. Al-Futtaim may place Cookies with the Users visiting from advertising banners and hyperlinks on other web sites to track the success of a particular advertising campaign or marketing program. In addition, Al-Futtaim may place Cookies with the Users to provide them with seamless access to the Web Sites, since storing their user name and password in a Cookie eliminates the need to re-enter that information on every page.

## **Usage**

Al-Futtaim uses Personal Information for facilitating order processing, developing enhancements to the Web Sites, marketing and promotional purposes (for example, offering the Users the opportunity to take advantage of special promotions and acquire Al-Futtaim products); and evaluating the Web Site usage by analysing usage data.

The Web Sites may also contain optional surveys and questionnaires asking for information, comments, and suggestions as well as opportunities for visitors to ask questions. We use the information you provide to help us design and build better products, to customise your shopping experience, and to provide advice and purchase recommendations.

We also use the Personal Information we collect to help target valuable marketing and advertising offers. This kind of advertising may be done with banner ads as well as promotional e-mails sent by Al-Futtaim or by third parties under contract with Al-Futtaim.

Finally, Al-Futtaim does research on the Users' demographics, interests, and behaviour based on the information provided to us when making a purchase, during a promotion, from surveys and from our server log files. We do this to better understand and measure the use of the Web Sites, to improve the content of the Web Sites and the services we provide to our customers. This research is compiled and analysed on an aggregated basis.

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## Sharing of Personal Information

Except as outlined in this Policy or on the Web Sites, Al-Futtaim never provides the Personal Information to third parties without a User's consent. Al-Futtaim shares the Personal Information you provide with its related companies. Additionally, if you purchase a product requiring service, your Personal Information is shared with the service provider concerned.

Al-Futtaim may also share Personal Information with third party business partners so that they may provide services to Al-Futtaim that are consistent with the terms of this Policy and the Web Sites.

Al-Futtaim may also disclose Personal Information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating the Web Site's Terms of Use or may be violating Al-Futtaim's or other's rights or causing injury to or interference with Al-Futtaim's or other's property. Al-Futtaim may also disclose or give access to Personal Information when we believe in good faith that the law requires it.

## SECURITY

Al-Futtaim only collects Personal Information to the extent deemed necessary to serve its legitimate business purposes, and it uses appropriate security technology to ensure the security, integrity, and privacy of all Personal Information as it deems appropriate. Nonetheless, Al-Futtaim is not responsible for any breach of its security or for the actions of any third parties who may obtain any Personal Information.

## REMOVAL OR UPDATE OF INFORMATION

The Users may update their Personal Information or remove their Personal Information from Al-Futtaim CRM databases by contacting us by email on [corporatecommunications@alfuttaim.ae](mailto:corporatecommunications@alfuttaim.ae).

### Change to Policy

Al-Futtaim reserves the right to change this Policy at any time by posting an updated Policy at the Web Sites.

## Additional Information

Any questions regarding this Policy should be directed to [corporatecommunications@alfuttaim.ae](mailto:corporatecommunications@alfuttaim.ae).