**WEBSITE PRIVACY POLICY**

**(“Privacy Policy”)**

**INTRODUCTION**

1. As part of our concern to protect the privacy of our users, we would like to draw your attention to the following Privacy Policy.
2. This Privacy Policy contains important information for you. It explains:
	* who we are;
	* our website;
	* what data we collect about you;
	* how, when and why we collect, store, use and share your Personal Data;
	* how we keep your personal data secure;
	* for how long we keep your Personal Data;
	* your rights in relation to your Personal Data;
	* issues relating to marketing; and
	* how to contact us or the relevant supervisory authorities should you have a complaint.
3. This website is operated by **DIGIMARK INFORMATION TECHNOLOGIES LLC**, a company incorporated in Dubai under license number 1383143 whose registered office is at Office 058-1300, AL SAQR BUSINESS TOWER - Trade Center Second, Dubai, United Arab Emirates (the “Company”).
4. The Company is an innovative blockchain-based platform that authenticates and secures jewelry items, ensuring protection against forgery and offering complete ownership traceability. By addressing the industry's lack of global certification standards, it enhances trust and transparency throughout the jewelry's lifecycle. Users can view and manage their entire jewelry collection with a unified, secure overview on the platform.
5. When we collect, use and process personal data, we are primarily subject to the provisions of the Federal Decree-Law No. 45/2021 on the protection of personal data. We are also subject to other data protection laws and regulations, including but not limited to the European Union (“EU”) General Data Protection Regulation (“**GDPR”**), United Kingdom (“UK”) Data Protection Act 2018 and Swiss Data Protection Act 2020 in relation to Personal Data we collect, use and process for citizens and users located in foreign jurisdictions such as EU, UK or Switzerland. We are responsible as what is described as a ‘controller’ of that Personal Data for the purposes of those laws and regulations.
6. This Privacy Policy relates to your use of our website and electronic communications. Please note that our website may link to other third-party websites that may also gather information about you. Third-party websites will operate in accordance with their own separate privacy policies, and we have no control over any personal data that they may acquire, store and use. For privacy information relating to these other third-party websites, you should consult their privacy policies as appropriate.
7. We are committed to preserving the privacy of your data so that we can:
	* deliver services of a high quality to ourclients;
	* at all times comply with the law and the various regulations that we are subject to;
	* meet the expectations of clients**,** employees and third parties; and
	* protect our reputation.

# Definitions and interpretations

# Words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

# For the purposes of this Privacy Policy:

**Company**  referred as “we”, “us” and “our” in this privacy policy refers to **DIGIMARK INFORMATION TECHNOLOGIES LLC**.

**Data Subject** means to any natural person who is the subject of Personal Data.

**Personal Data** has the meaning given to it by the Federal Decree-Law No. 45/2021 on the protection of personal data and means any information referring to an identified or identifiable natural person (known as a Data Subject).

**Processing** means any operation or actions performed on personal data; for example, collection, recording, organization, structuring, storing, altering, deleting or otherwise using personal data.

**Third Party** means any services not operated by us, which may include other users, independent service providers, third-party websites, and third-party services, located either inside or outside the UAE or the EU/EEA.

**Website** refers to <https://digimark.cloud/>

**you** and **your** refers to the person who is accessing our website and whose data is processed.

# Your Personal Data

* 1. Personal Data is collected about you whenever you access our website, register with us, contact us, send us feedback, purchase services via our website, post material to our website, complete forms on our website, take part in customer surveys, participate in competitions via our website, submit reviews to or via our website.
	2. We collect Personal Data necessary for onboarding and managing your account on the Company’s platform. This includes information such as your full name, email address, phone number, postal address, date of birth, and citizenship. For business users, additional information like business name, registration number, and VAT number may be collected. We may also collect photos, videos, and passport details for identity verification purposes.
	3. The Personal Data we receive, and process is dependent upon how you access our website, what you do whilst you are accessing it, and what you perceive the end result of accessing our website will be.
	4. In general, the sorts of data that we can acquire, depending upon the circumstances, is limited to:
* **Personal Identification Information**: Full name, date of birth, gender, citizenship, passport number, unique ID (automatically generated by the system);
* **Contact Information:** Email address, phone number, location (Address details);
* **Business Information (for business users):** Business name, business type, business license number, VAT number, business registered address, Business local address, business email, business phone number, legal representative information (name, role, contact details);
* **Digital Identity Verification:** Photos (ID picture, passport picture),live video (for identity verification);
* **Commodity Information:** Unique commodity ID**,** category and subcategory,metal Properties (name, color, weight), gemstone and diamond details (name, color, carats, shape, clarity), certificates and ownership documentation;
* **Login and Authentication Data**: Email address/username, passwords (including temporary and new passwords), OTP (One-Time Password) codes.

This information is collected to facilitate identity verification, account management, and the onboarding of commodities onto the platform.

* 1. In general terms, we use this Personal Data to create and manage your account with us, verify your identity, provide services to you, customize our website and its content to your preferences, notify you of any changes to our website or to our services that may affect you, and to improve our services.
1. **Sharing your data with others**
	1. Notwithstanding the fact that we will not share your Personal Data for marketing purposes, it may be necessary for us to share your Personal Data with others in order to perform our services for you, to comply with our contractual obligations to you, to comply with our legal or regulatory obligations to you, or to comply with any contractual, legal or regulatory obligations that we are subject to.
	2. When sharing your personal data, we will ensure at all times that those with whom it is shared process it in an appropriate manner and take all necessary measures in order to protect it. We will only ever allow others to handle your personal data if we are satisfied that the measures which they take to protect that Personal Data are satisfactory.
	3. Please be aware that, from time to time, we may be required to disclose your Personal Data to, and exchange information about you or relating to you with, government, law enforcement and regulatory bodies and agencies in order to comply with our own legal and regulatory obligations.
	4. We may also need to share some personal information with other parties, such as potential buyers of some or all of our business or during a re-structuring. Usually, information will be anonymized, but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.
	5. From time to time, it may be necessary for us to share data for statistical purposes (for example with our regulatory body). We will always take steps to try to ensure that information shared is anonymized but, where this is not possible, we will require that the recipient of the information keeps it confidential at all times.
2. **How your Personal Data is kept**
	1. Your Personal Data will be kept secure by us at all times.
	2. To ensure that your Personal Data is kept secure and prevent a breach of confidentiality, a loss of, or unauthorized access to, your Personal Data, we have put in place security measures which are intended to prevent your Personal Data from being accidentally lost or used or accessed unlawfully. Access to your Personal Data is restricted to those with a need to access it to exercise their duties, and the need for confidentiality will be prioritized during the processing of that data.
	3. Furthermore, the data collected through our website is encrypted and is securely stored on our own Distributed Ledger Technology (DLT) platform, which is immutable.
	4. Our systems are subject to continuous and rigorous testing.
	5. Personal Data that is processed by us will not be retained for any longer than is necessary for that process (including any legal, accounting, or reporting requirements) or for purposes relating to or arising from that processing.
	6. In the event that there is a suspected data security breach you will be notified. Where relevant, we will also inform the appropriate regulator of a suspected data security breach where we are legally required to do so.
3. **How long your Personal Data is kept**
	1. Where your Personal Data is retained after we have finished providing servicesto you, or where the contract with you has ended in any other way, this will generally be for one of the following reasons:
		* so that we can respond to any questions, complaints or claims made by you or on your behalf;
		* so that we are able to demonstrate that your matter was dealt with adequately and that you were treated fairly; or
		* in order to comply with legal and regulatory requirements.
	2. In general, we will retain your data for only so long as is necessary for the various objectives and purposes contained in this Privacy Policy. Please note, however, that different periods for keeping your Personal Data will apply depending upon the type of data being retained and the purpose of its retention.
	3. We will delete and/or anonymize any personal data which it is no longer necessary for us to retain.
4. **Your rights in relation to your data**
	1. Data protection legislation gives you, the Data Subject, various rights in relation to your personal data that we hold and process. They are summarized as follows:
* **Right** **of** **access:** the right to obtain from us confirmation as to whether or not Personal Data concerning you is being processed, and, where that is the case, access to that Personal Data and various other information, including the purpose for the processing, with whom the data is shared, how long the data will be retained, and the existence of various other rights (see below).
	+ - **Right to rectification:** the right to obtain from us, without undue delay, the putting right of inaccurate Personal Data concerning you.
		- **Right to erasure:** sometimes referred to as the ‘right to be forgotten’, this is the right for you to request that, in certain circumstances, we delete data relating to you.
		- **Right to restrict processing**: the right to request that, in certain circumstances, we restrict the processing of your data.
		- **Right to data portability**: the right, in certain circumstances, to receive that Personal Data which you have provided to us in a structured, commonly used and machine-readable format, and the right to have that Personal Data transmitted to another controller.
		- **Right to object**: the right, in certain circumstances, to object to personal data being processed by us where it is in relation to direct marketing, or in relation to processing supported by the argument of legitimate interest.
		- **Right not to be subject to automated decision making**: the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you.
	1. In the event that you wish to exercise any of these rights you may do so by contacting us using any medium you wish, including in writing, by telephone, by text, electronically, or using such social media as we employ for communication purposes.
1. **About cookies**
	1. We may use cookies to enhance your user experience and track usage. Cookies are small text files that are stored on your device when you visit our website.
	2. You can manage or disable cookies through your browser settings at any time. Please note that disabling cookies may affect the functionality of the platform and your ability to access certain features.
2. **How to contact us**
	1. Please contact our Data Protection Officer, Giovanna Melfi, at giovanna@digiqode.com if you have any questions about this Privacy Policy or the data we hold about you.
3. **Policy Acceptance**
	1. You hereby acknowledge that you have read this Privacy Policy and agree to all its provisions, terms, and conditions. By continuing to access and use this website and its services. You also agree to be legally bound by this Privacy Policy. If you do not agree to be bound by the terms and conditions of this Privacy Policy, you are not permitted to continue to access or use this website and its services.
4. **Changes to this policy**
	1. This Privacy Policy was published on 15th September 2024 and last updated on 5th September 2024.
	2. If we do so during the time when we are providing you with services, we will inform you of those changes.