



# PSR IT SOLUTIONS L.L.C Privacy Policy

Last Updated: August 1, 2024

## 1. Introduction

This Privacy Policy of PSR IT SOLUTIONS L.L.C ("Company," "we," "us," or "our") describes the methods we employ to collect, store, use, share, and protect personal data related to the use of our services ("Services").

This policy applies to our services, including web applications, mobile applications such as Pulsar POS, and any other applications that refer to this Privacy Policy.

### 1.1. Scope and Application

This Privacy Policy is an integral part of the agreements, terms, and conditions governing the relationship between the customer ("Customer") and PSR IT SOLUTIONS L.L.C. By using our Services, Customers agree to the terms of this Privacy Policy.

### 1.2. Legal Compliance and Standards

PSR IT SOLUTIONS L.L.C is committed to protecting personal data and ensuring compliance with applicable local laws and international standards regarding data protection, including the General Data Protection Regulation (GDPR).

### 1.3. Applicability

This policy applies to all personal information collected, processed, and stored by PSR IT SOLUTIONS L.L.C in connection with its Services. It governs the collection, use, disclosure, and storage of personal data as well as the Customer's rights concerning their personal information.

## 2. Types of Information Collected

### 2.1. Personal Information Provided by Customers

We collect personal information that Customers voluntarily provide when registering for our Services, expressing interest in our products or services, or otherwise interacting with us. The personal information collected may include:

- **Contact Information:** Names, addresses, phone numbers, and email addresses.

- **Demographic Information:** Age, occupation.
- **Financial Information:** Credit card details, bank account information, or other financial data.
- **Usage Information:** Login times, frequency of use, and actions taken within the software.
- **Technical Information:** IP addresses, device information (e.g., operating system and browser used), and log files.
- **Communication History:** Records of communications, such as emails, chat logs, or customer support tickets.
- **Preferences and Customizations:** Data on preferences, settings, and customization choices within the software.

## 2.2. Information Automatically Collected

We automatically collect certain information when a Customer visits, uses, or navigates our Services. This information does not reveal specific identities but may include device and usage information, such as:

- **Log and Usage Data:** Service-related, diagnostic, usage, and performance information.
- **Technical Information:** IP addresses, browser and device characteristics, operating systems, language preferences, referring URLs, device names, and location data.

## 2.3. Application Data

If Customers use our mobile application(s), we may also collect the following data:

- **Geolocation Information:** Location-based data collected from the mobile device, used to provide location-based services.
- **Push Notifications:** Notifications regarding your account or certain features of the application(s).

# 3. Processing of Information

## 3.1. Purpose of Data Processing

We process personal information for the following purposes:

- **Providing and Improving Services:** Processing data to provide, improve, and administer our Services, ensuring their functionality and quality.
- **Communication with Customers:** Using data to communicate with Customers regarding security, fraud prevention, notifications about updates, changes in terms or policies.
- **Compliance with Legal Requirements:** Processing data in accordance with applicable laws and regulations, including accounting, tax, and other legal obligations.

## 3.2. Legal Grounds for Data Processing

We process personal data only when we have valid legal grounds, such as fulfilling a contract with the Customer, complying with legal obligations, protecting the company's legitimate interests, or obtaining the Customer's consent.

## 3.3. Principles of Minimization and Legitimacy

We strive to collect and process only the personal data necessary to achieve the stated purposes. All data is processed based on the principles of legality, fairness, and transparency.

# 4. Storage and Protection of Personal Data

## 4.1. Data Retention Periods

We retain personal data only for the time necessary to achieve the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. Specifically:

- **Account Data:** Retained as long as the Customer remains an active user of our Services.
- **Archived Data:** If there are no legal grounds for further processing, the data may be securely archived until final deletion.

## 4.2. Deletion of Personal Data

When we no longer have a legitimate business need to process personal data, it will be either deleted or anonymized. If deletion is not possible (for example, because data is stored in backup archives), we will ensure its secure storage and isolation from further processing.

## 4.3. Secure Data Deletion Techniques

To ensure complete security and confidentiality when deleting data, the following methods are used:

- **Database Queries:** Specific SQL queries or commands to delete information from databases.
- **Special Tools:** Tools provided by Customer Relationship Management (CRM) systems for secure deletion of customer records.
- **Secure File Shredding:** Use of software to permanently delete files from data storage devices.

## 4.4. Data Protection Measures

We have implemented organizational and technical measures designed to protect personal data:

- **Data Encryption:** All data transmitted over the network or stored on servers is encrypted using advanced algorithms.
- **Access Control:** Data access is restricted and granted only to authorized personnel based on their role and necessity to perform work.
- **Anonymization and Pseudonymization:** We minimize data collection and apply anonymization and pseudonymization techniques where possible to protect privacy.

#### **4.5. Employee Training Programs**

We regularly conduct training for employees on data privacy and security, including identifying threats such as phishing, using secure passwords, and properly handling personal data.

## **5. Sharing of Personal Information**

### **5.1. Specific Situations of Data Sharing**

We may share Customers' personal data only in specific situations, including:

- **Business Transfers:** In the event of reorganization, sale of assets, or merger of the company, personal data may be transferred to the new owner.
- **Legal Requirements:** When required by law, such as requests from law enforcement agencies or compliance with court orders.

### **5.2. Partners and Service Providers**

We may transfer data to trusted third parties who provide services to us or work on our behalf, in compliance with confidentiality and data protection requirements.

## **6. Customer Rights and Choices**

### **6.1. Privacy Rights**

Customers have the right to access, correct, and delete their personal data, as well as restrict its processing. These rights can be exercised at any time by sending a request to the provided contacts.

### **6.2. Withdrawal of Consent**

Customers may withdraw their consent to data processing at any time if it was previously provided. This will not affect the lawfulness of processing prior to the withdrawal.

### **6.3. Data Control and Management**

Customers can manage their data through their accounts, including updating information or deleting the account.

## **7. Security of Information**

### **7.1. Organizational and Technical Measures**

We have implemented appropriate and reasonable technical and organizational security measures to protect personal information from unauthorized access, alteration, or destruction. However, despite all efforts, we cannot guarantee absolute data security.

### **7.2. Risk Monitoring and Assessment**

We regularly conduct risk assessments and security audits to identify and eliminate potential vulnerabilities.

## **8. Updates to This Policy**

### **8.1. Policy Changes**

We may update this Privacy Policy as necessary to comply with applicable laws. The updated version will take effect as soon as it is posted.

### **8.2. Notification of Significant Changes**

In the case of significant changes to the policy, we may notify Customers by posting a notice on our website or sending an email.

## **9. Contact Information**

If you have any questions or comments regarding this Privacy Policy, please contact us:

**Email:** [info@psr.ae](mailto:info@psr.ae)

**Mailing Address:**

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