

Brandure AI Privacy Policy

Last updated: 6 August 2025

1. Introduction Brandure AI (“we”, “us”, “our”) is committed to protecting your personal data and your privacy. This Privacy Policy explains how we collect, use, store, and share personal data when you visit or use our website <https://brandureai.com> and related services (the “Services”).

2. Who We Are Brandure AI is an AI automation and digital marketing agency headquartered in Dubai, UAE, serving clients in the United Arab Emirates and the United Kingdom.

3. Personal Data We Collect - Contact & Account Data: Name, email address, company name, role, phone number, and professional details when you fill in our inquiry form or subscribe to updates. - **Usage & Analytics Data:** IP address, browser type, device identifiers, pages visited, and session data via cookies and web analytics tools. - **Communications Data:** Your communications with us (email, chat transcripts) when you contact support or use the embedded chatbot.

4. How We Use Your Data We process personal data to: - Provide, operate, and improve our Services - Respond to inquiries and support requests - Send marketing and educational communications (with your consent) - Analyze usage for performance and security

5. Legal Basis for Processing - UK & EU (GDPR): Consent; performance of a contract; legitimate interests (e.g., improving our Services); legal compliance. - **UAE (PDPL):** Consent; performance of contract; legitimate interests.

6. Sharing Your Data We may share personal data with: - **Service Providers:** Hosting, analytics, email platforms (e.g., Netlify, Google Analytics). - **Relevance AI:** For chatbot QA pipeline (vector indexing and LLM inference). - **Legal & Compliance:** When required by law or regulation. We never sell your personal data to third parties.

7. Data Retention We retain personal data only as long as necessary for the purposes described, typically: - Inquiry & contact records: up to 3 years - Marketing consents: until withdrawal - Analytics data: aggregated or anonymized periodically

8. International Transfers Data may be processed in the UAE, the UK, or other locations where our service providers operate. We apply appropriate safeguards (Standard Contractual Clauses or PDPL adequacy) for transfers.

9. Your Rights Under GDPR and PDPL, you have the right to: - Access, rectify, or erase your personal data - Restrict or object to processing - Data portability - Withdraw consent at any time To exercise these rights, please contact us at privacy@brandureai.com.

10. Cookies & Tracking We use cookies and similar technologies for essential site functionality, analytics, and marketing. You can manage or disable cookies via your browser settings.

11. Third-Party Links Our site may link to third-party websites. We are not responsible for their privacy practices; please review their policies directly.

12. Security We implement industry-standard technical and organizational measures (encryption, access controls, SOC 2–compliant partners) to safeguard data.

13. Children Our Services are not directed at children under 16. We do not knowingly collect data from minors.

14. Changes to this Policy We may update this Privacy Policy. We will post the new version on our website with an updated date.

15. Contact For questions about this Privacy Policy or data requests, email privacy@brandureai.com .