

## Privacy Summary

The Deloitte AI Institute together with the Deloitte and Touche (M.E) (hereinafter - DME) Tax & Legal practice has developed Tax Genie 3.0 (hereinafter – Solution) to provide a safe and secure environment to use Generative AI. Think of it as a ChatGPT specifically for Tax & Legal DME experts and accessible at taxgenie.deloitte.com.

At Deloitte, we are committed to safeguarding your information and privacy by managing your data responsibly and implementing robust technical, administrative, and physical security measures. We uphold your trust and ensure full compliance with applicable regulatory requirements and internal policies.

This Privacy Notice sets out our approach to the collection, use, and protection of personal information in connection with your use of the Tax Genie 3.0 platform. All practices described herein are fully aligned with the DME Privacy Policy (PLY-10) Version 6.3.

The platform is operated by Deloitte and Touche (M.E) with its registered office at Emaar Square, Building 1, Downtown Dubai, Dubai, 4254, United Arab Emirates, utilising a technical solution provided by Microsoft.

The Rules of the Road for TaxGenie 3.0 can be found [here](#).

### 1. Information about you which we process

We will collect or obtain information about you that you provide to us, that we obtain from third parties or that is publicly available, or which we infer from the way you interact with us.

- **Technical Data:** Data such as your IP address, device type, and browser version may be collected to ensure security and optimise platform performance.
- **User Information:** When you access Tax Genie, we may collect basic details such as your name, email address, and company affiliation for account setup and verification purposes.
- **Usage Data:** We may gather information regarding your interactions with the platform, including token usage, number of prompts, session duration, and use of Solution features.

### 2. How we process and use information about you

We process your personal data for the following legitimate purposes:

1. **Account management:** To facilitate user registration, profile maintenance, provision of user support and Data Subject Data Rights.
2. **Provide & maintain the Service:** To authenticate users, maintain platform security, troubleshoot issues, and ensure continuity of the Tax Genie service.
3. **Legal & Safety:** To prevent fraud, illegal activity, or misuses of Solution, and to protect the security of our systems and Services. To comply with legal obligations and to protect the rights, privacy, safety, or property of our users, Tax Genie, or third parties.
4. **To communicate with users:** Send information about Solution, for example about changes or improvements to the services.
5. **Analytics & Service Improvement:** To monitor usage patterns, improve platform features and functionality.
6. **Business Purposes:** To derive analytical insights that support the sustainable use of the platform, promote wider adoption and innovation of the solution, and encourage knowledge sharing across the organisation.

### 3. Data Sharing and Analytics limitations:

Your data may be shared with:

1. Internal admin and IT teams for support, maintenance and analytics.
2. Third-party service providers, where applicable, in accordance with our supplier agreements and data processing addendums.

Solution usage analytics: Your personal data will only be used for the above-mentioned legitimate grounds and purposes. There is no automated decision-making, including profiling, involved in the processing of personal data.

1. **Purpose of Analytics:** These analytics are utilised solely to enhance the performance of the solution and to improve the overall user experience. Insights gained are used to optimise system functionality, address technical issues, and inform the development of new features.
2. **Limited Analytics Sharing:** Analytics derived from your usage of the solution will not be shared with parties outside Deloitte, except in the circumstances specifically outlined above (such as compliance with legal obligations or the protection of rights and security).
3. **No Impact on Individual Evaluation:** Usage analytics are not used for the evaluation of individual users, are not accessible by Human Resources for performance appraisal or disciplinary purposes, and will not be



transferred to HR or utilised in any processes related to individual employment. The primary focus of analytics, including Leadership Dashboard, is on system improvement rather than user assessment.

#### **4. Data Retention**

Chat logs and related personal data are retained only as long as necessary for operational, compliance, and legal purposes, in line with Deloitte data retention policy. We are committed to implementing robust data protection measures to ensure that personal data is processed securely at every stage of its lifecycle.

In case employee's access to Tax Genie is revoked, analytics for this user will be anonymized and limited to platform usage at a higher level (which is not personal data). Please note that you will not be identified or identifiable from this information. Furthermore, a Data Subject Rights procedure is maintained to ensure the effective management and facilitation of Data Subject Data Rights, supporting full compliance with data protection requirements.

#### **5. Changes to This Notice**

This Privacy Notice will be updated to reflect any changes to the privacy policies of Deloitte Global or Deloitte Middle East, amendments to relevant regulations, or the introduction of new features that may affect user privacy. Any updates will be communicated through the platform or by email, and the most current version of the Privacy Notice will be made available within the platform.

#### **6. Contact Us**

For further information regarding how Deloitte Middle East manages your personal data in connection with the use of the Tax Genie Solution, please contact us at:

Email: [DMETaxGenieAdmins@deloitte.com](mailto:DMETaxGenieAdmins@deloitte.com)

For more details on how Deloitte processes your information and for details on your rights and how to contact us, please contact the [DME Privacy Office](#).

*Last reviewed: September 2025*