# **ACME Retail — Customer Data Handling Notice**

**Personal Data Protection Law**

* Consent & Withdrawal (Art. 5): Personal Data is processed only with the Data Subject’s consent or another lawful basis. Consent may be withdrawn at any time via the account portal; withdrawal stops further processing unless another legal basis applies.
* Privacy Policy Before Collection (Art. 12): Before collection, the Privacy Policy states the purpose of collection (account, fulfillment, fraud prevention), categories of Personal Data, means of Processing, storage location and duration, destruction method, disclosure recipients, and Data Subject rights with the method to exercise them.
* Data Subject Rights (Art. 4): Rights honored include being informed of purpose/legal basis, access, obtaining data in a readable/clear format, correction/completion/update, and destruction (erasure) when appropriate.
* Retention & Destruction (Art. 18): Personal Data is destroyed without undue delay once the purpose ends, unless a lawful retention basis exists (e.g., legal obligation or active judicial matter). Destruction activities are logged.
* Cross-Border Transfer/Disclosure (Art. 29(2)): Transfers/disclosures outside the Kingdom occur only where they do not prejudice national security, the destination ensures an adequate level of protection at least equivalent to the Law and Regulations, and the transfer is limited to the minimum necessary with appropriate safeguards (e.g., contractual clauses).
* Disclosure Grounds & Prohibitions (Arts. 15–16): Disclosure occurs only on valid grounds (e.g., consent, lawful request by a Public Entity). Disclosure is prohibited where it would threaten security, harm the Kingdom’s reputation, affect foreign relations or a fair trial, or compromise an individual’s safety.