

Privacy Policy

1. Introduction

This Privacy Policy explains how we collect, use, disclose, and protect your personal data in accordance with the United Arab Emirates Federal Decree–Law No. 45 of 2021 on the Protection of Personal Data (PDPL). By interacting with our services, you agree to the collection and use of your data as described in this policy.

2. Data We Collect

We may collect and process the following categories of personal data:

- Identity information (e.g., name, gender, nationality)
- Contact information (e.g., email address, phone number)
- Transactional data (e.g., payment information, booking records)
- Usage data (e.g., website browsing information, preferences)
- Special category data (e.g., dietary preferences, allergies), only with explicit consent

Personal data collected in the United Arab Emirates may be transferred to and stored in the United Kingdom for processing and operational purposes. We ensure that any such transfer is carried out in compliance with the applicable cross-border data transfer provisions under Federal Decree–Law No. 45 of 2021, including appropriate safeguards and contractual obligations.

3. Legal Basis for Processing

We collect and process your data only under a lawful basis as outlined in Article 4 of the UAE PDPL, including:

- Your explicit consent
- Fulfillment of a contract or service request
- Legal obligations
- Protection of public interest or safety
- Legitimate interests, balanced against your fundamental rights

4. Data Subject Rights

Under the PDPL, you have the right to:

- Access your personal data



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- Request correction or deletion of inaccurate or outdated data
- Withdraw consent for processing (where applicable)
- Restrict or object to certain types of data processing
- Obtain a copy of your personal data in a portable format

To exercise your rights, contact us at: privacy@tattu.ae

5. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including legal, regulatory, tax, and accounting requirements. Retention periods are determined based on the nature of the data and applicable UAE laws.

6. Data Security

We implement administrative, technical, and physical safeguards to protect your personal data against unauthorized access, use, or disclosure. In the event of a data breach, we will notify the UAE Data Office and affected individuals as required by law.

7. Cross-Border Data Transfers

If your personal data is transferred outside the UAE, we ensure such transfers comply with Chapter 4 of the PDPL. This includes using approved jurisdictions or appropriate safeguards such as contractual clauses or adequacy decisions issued by the UAE Data Office.

8. Use of Data for Marketing

We collect and process data such as your name, contact details, payment information, birthday, and marketing preferences. This information is gathered through bookings, voucher purchases, surveys, and marketing sign-ups, and may be combined for profile accuracy and service personalization.

We may use your contact information to send marketing communications only with your prior consent. You may opt out of these communications at any time using the unsubscribe link or by contacting us.

9. Cookies

We use “Cookies” to identify the areas of our website that you have visited. A Cookie is a small piece of data stored on your computer or mobile device by your web

browser. We use Cookies to enhance the performance and functionality of our website but are non-essential to their use. However, without these cookies, certain functionality like videos may become unavailable or you would be required to enter your login details every time you visit the website as we would not be able to remember that you had logged in previously. Most web browsers can be set to disable the use of Cookies. However, if you disable Cookies, you may not be able to access functionality on our website correctly or at all. We never place Personally Identifiable Information in Cookies.

Blocking and disabling cookies and similar technologies

Wherever you're located you may also set your browser to block cookies and similar technologies, but this action may block our essential cookies and prevent our website from functioning properly, and you may not be able to fully utilize all of its features and services. You should also be aware that you may also lose some saved information (e.g. saved login details, site preferences) if you block cookies on your browser. Different browsers make different controls available to you. Disabling a cookie or category of cookie does not delete the cookie from your browser, you will need to do this yourself from within your browser, you should visit your browser's help menu for more information.

10. Disclosing Information to Third Parties

We share your data only when lawful and necessary, such as for order confirmations, service improvements, or marketing with consent. Anonymized data may be used for business insights. Safety-related disclosures comply with regulatory obligations.

11. Children's Data

We do not knowingly collect personal data from individuals under the age of 18 without verified parental or guardian consent. If we learn that such data has been collected inadvertently, we will delete it promptly.

12. Contact and Complaints

For questions or complaints regarding this policy or your personal data, please contact our Data Protection Officer at: paul.speakman@permanentlyunique.com

You may also submit a complaint to the UAE Data Office in accordance with Article 23 of the PDPL.

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12. Changes to This Policy

We reserve the right to modify this Privacy Policy at any time to reflect changes in law or business operations. Any updates will be posted on our website with the effective date.

Last Updated: 14th August 2025