

Your Privacy Comes First Privacy Policy

At Markaa, we respect your privacy and seek to comply with the legal requirements in respect to consumer data collection, processing and transfer. This page is to notify customers that by using Markaa's website and services and thus accepting the 'Terms & Conditions', you consequently consent to our using your information, as outlined in this Privacy Policy.

If you do not accept this Privacy Policy and our Terms & Conditions, then you will not be able to use the services we provide.

The purpose of this Privacy Policy is to map out how we use the information you provide us with while using our website. Collecting information about customers is an important part of any business, and in turn, it is an important part of ours as well. Markaa reassures you that we do not sell or share your information with any businesses, subsidiaries or affiliates that we do not inform you of.

The following is a list of the information we may collect:

Personal Information (i.e. name, phone number, email, address, card information etc.).

Collecting your personal information allows us to perform our services in an orderly fashion.

Web analytics information (i.e. browser type and version, operating system, referral source, length of visit, page views, and website navigation etc.). Collecting this information allows us to better understand our users and improve the layout and functionality of our website to make your experience exceptional.

Information about any transactions carried out between you and us including information relating to any purchases you make on our website.

Information that you provide us with while signing up to our website (Account Details).

Information that you provide us for subscribing to our website to enable notifications and newsletters.

Any other information that you send us (i.e. feedback, reviews, complaints etc.)

We may use the Personal Information that you share with us to:

Register you on our website and to administer any functions that allow us to serve you sufficiently.

Provide you with services that relate to your purchases and their processing and the obtaining of payment.

Analyze your shopping preferences (market analysis, customer analysis and product analysis etc.) to enable us to review, develop and improve our products and services and to provide you with relevant information through

To make decisions about the kind of information our servers should be providing you with (i.e. automatically selecting products which we think will interest you based on your habitual uses).

We may keep you informed about these products when there are special offers, discounts, competitions and so on (including products and services of other companies and organizations) by Email, telephone, SMS and other electronic messages (i.e. picture messaging, posts, etc.) Please note that when you provide us with your information, you will be given the option to opt-out of these services if you do not wish to receive information of such products and services from either us or carefully chosen third parties.

We may supplement the Personal Information that you provide to us with information that we receive from third parties (e.g., credit reference agencies).

Fraud Prevention

To protect our customers and ourselves from fraud and theft, we may share all or any of the Personal Information you give us and any other information in our customer records to confirm fraudulent identities with:

Other group companies, subsidiaries, affiliates and other third parties.

Companies, retailers and organizations including law enforcement agencies involved in fraud prevention and detection.

Telephone Calls

All Telephone calls, incoming and outgoing are recorded to verify content and may be used together with your records for regulatory compliance, quality control, staff training, preventing and detecting criminal activity and for complaint resolution.

Disclosure of Your Information

While we will make every effort to keep the information provided to us confidential, we might share your Personal Information with other group companies, subsidiaries, affiliates and other third parties, companies, retailers and organizations whose services or products we provide to you with through our website. We may do this for the following reasons:

To allow other companies and organizations to administer any prize draws or competitions.

To allow our agents, staff and approved third parties to provide services for us.

To allow anyone to whom we assign or transfer our rights and duties to carry out their duties.

If we must do so or if the law compels us to do so either in connection with any legal proceedings or prospective legal proceedings; or to establish, exercise or defend our legal rights (including providing information to others for fraud prevention and reducing credit risk).

In carrying out the activities specified in this section, we may transfer Personal Information to reputable organizations or companies outside Kuwait. We take steps to ensure that your information will be accorded the same level of protection as that required of us under applicable Kuwait law. By agreeing to the Terms and this Privacy Policy, you expressly agree to such sharing of Personal Information.

If Markaa is sold to a third party or becomes subject of a merger, consolidation or acquisition, it would become necessary for us to transfer your Personal Information to a third party, and in such case, we would require that the third party handles your Personal Information with no less care than taken by us.

Cookies

New technologies are emerging on the Internet that helps us deliver customized visitor experience. We may use such new technologies, including cookies or other technologies, to remember your information when you use our website. We may use such technologies for

tracking your activity on our website, preparing reports, assessing trends, and otherwise monitoring how our website is being used. By accepting the Terms of use and this Privacy Policy, you confirm your consent to our use of cookies, and other such technologies, for these purposes. If you do not wish to receive cookies, you may configure your Internet browser to erase all cookies from your computer's hard drive, block all cookies or to receive a warning before a cookie is stored.

Security

We take all the necessary steps to protect ourselves and in turn your information from unauthorized access, use, alteration, disclosure, or destruction of Personal Information. Any information that we collect and store that is personally identifiable is protected using the appropriate means.

Markaa is not responsible for any unauthorized access or use by third parties unless such access is enabled because of our gross negligence or willful misconduct.

Protecting your Personal Information is very important to us. Therefore, we take the following precautions, among others, to better protect your information; We take reasonable technical and organizational precautions to prevent the loss, misuse, or alteration of your Personal Information including the use of Secure Sockets Layer (SSL) software. Our website is certified by VeriSign and transactions managed through our partnership with Knet and National Bank of Kuwait (NBK).

We store all the Personal Information you provide us with on our secure password and firewall-protected servers. All electronic transactions you make to or receive from us will be encrypted using SSL technology.

We display only the last four digits of your credit/debit card numbers, whilst in case of the use of Visa or MasterCard the CVV number will be requested, and when using Knet cards you will be required to enter your Knet pin when confirming an order. However, the entire card number will need to be given to the appropriate Card Company (Knet or MiGS) during order processing. You need to protect yourself against unauthorized access to your account and password and your computer. You must ensure that you log out/ sign-off from your account when you are exiting our website.

Product reviews

It is possible that two weeks after receiving your product, we may send you an e-mail inviting you to review and rate the products that you have purchased. In addition, sometimes we may also ask you if you would like to answer questions related to your product, as submitted by other customers.

You may note that:

Your review may be shared on other Markaa subsidiary's or affiliate's websites.

Once submitted, it usually takes up to 72 hours for your review, question or answer to appear on our website provided that it is in line with our publishing guidelines.

Your review can be submitted anonymously or if you prefer, you can leave a ratings only review. You cannot edit or remove your review after submission.

If you require any further information on this service or wish to have your review removed, you can contact Customer Services.

Remarketing

The website enables the use of cookies to collect visitor data and at appropriate times, will engage in Google AdWords remarketing activities to provide relevant content and better online shopping service. This remarketing may include the display of our advertising on Google network and carefully selected websites and online browsers. We are fully committed to your privacy and you have the right to opt-out of such advertising.

General

You have the option to receive a copy of the Personal Information that we retain about you.

Provision of such information will be subject to:

Receipt of a written request from you.

The supply of appropriate evidence of your identity (for this purpose, we will usually accept a certified photocopy of your passport or civil identification card plus an original of a utility bill showing your current address).

We may withhold such Personal Information to the extent permitted by law.

You may instruct us not to process your Personal Information for marketing purposes by e-mail at any time. If you are concerned that any of the Personal Information that we hold is inaccurate, you may contact us.

Our website may contain links to other websites. Markaa is not responsible for the privacy practices of websites not operated by us. We encourage users to read the privacy statements of every website that collects Personal Information.

You may receive emails from us based on your subscription request. If you wish at any time to unsubscribe, you may click the "Unsubscribe" link at the bottom of any email communication.

Any changes to our Privacy Policy will be posted on our website and concerning any Personal Information and other information we collect in the future, will become effective as of the date of posting. It is your responsibility to review the Privacy Policy from time to time to make sure you are aware of any changes. We may also notify you of changes to our Privacy Policy by email.