AL AHALIA
Money Exchange Bureau
Licensed by Central Bank of the UAE

Privacy & Data Protection

Your information. Our responsibility.

At Al Ahalia Money Exchange Bureau, we respect your privacy and are committed to protecting the personal and financial information entrusted to us. This notice explains how we collect, use, share, retain and safeguard your personal data when you visit our branches, use our website or communicate with us through any other service channel.

How We Handle Your Personal Data

- **Information we collect:** We may collect identification and contact details, transaction and beneficiary information, supporting documents, communication records, and technical information generated when you use our website or digital channels.
- **Why we collect it:** We use personal data to verify your identity, process transactions, provide requested services, meet regulatory obligations, prevent fraud and financial crime, respond to enquiries or complaints, and improve our services.
- **Lawful and limited use:** We collect and process only the information reasonably necessary for a clear, lawful and legitimate purpose.
- **Accuracy of information:** We take reasonable steps to keep your personal data accurate and updated, and we encourage you to inform us when your information changes.
- **Protection of your data:** We apply appropriate technical, physical and organisational safeguards, including access restrictions, monitoring and secure data-transfer measures, to protect your information against unauthorised access, loss, misuse, alteration or disclosure.
- **Sharing of information:** We may share necessary information with correspondent banks, payment partners, authorised service providers, regulators, government authorities or law-enforcement agencies where required to provide a service or comply with applicable laws.
- **Third-party safeguards:** Service providers and authorised partners with access to personal data are expected to observe appropriate confidentiality, security and data-protection requirements.
- **Data retention:** We retain personal data for the periods required by applicable laws, regulatory requirements and legitimate business purposes, after which it will be securely archived and destroyed if permitted by law.
- **Cookies and website information:** Our website may use essential, functional or analytical cookies to support website operation, understand usage patterns and improve the customer experience.

Your Privacy Rights and Choices

Subject to applicable laws and regulatory requirements, you may:

- Request information about the personal data we hold and how it is used.
- Ask us to correct inaccurate or incomplete personal data.
- Withdraw consent where processing or sharing is based on your consent.
- Object to direct marketing or change your marketing preferences.
- Request restriction or deletion of personal data where legally permitted.
- Raise an enquiry or complaint about how your personal data has been handled.

Certain requests may be restricted where retaining or processing the information is necessary to complete a transaction, meet anti-money laundering obligations, comply with legal requirements, respond to regulatory authorities, or establish and defend legal rights. We may also request appropriate identification before processing a privacy request to protect your information from unauthorised access.

Protection, Notifications and Privacy Support

Data-Breach Notification

Where a personal-data incident may reasonably create a risk to your financial or personal security, we will inform you through appropriate official channels without undue delay and provide guidance on any protective steps you should take.

Protect Your Information

Never disclose your password, PIN, OTP or other security credentials to anyone, including any person claiming to represent Al Ahalia Money Exchange Bureau.

Privacy Enquiries and Requests

For questions, requests or complaints concerning your personal data, please contact:

Customer Service: 600 546 645
Email: customerservice@ahaliaexchange.com

Marketing consent and opt-out choices are explained separately under our **Telemarketing & Marketing Preferences** page.

We may update this notice when our services, legal obligations or data-handling practices change, and the latest version will always be published on our website.