

Privacy Policy for Yalla Express

Effective Date: [Insert Date]

Introduction

Yalla Express (“Company,” “we,” or “our”) is committed to protecting your personal data and your privacy. This Privacy Policy explains how **Yalla Express** collects, uses, and shares personal information when you visit or make a purchase from <https://www.yalla-express.com> (the "Website"). This Policy complies with applicable laws and regulations, including the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and the requirements of international organizations and financial service providers like Stripe.

Please read this policy carefully to understand how we handle your personal data.

Purposes of Data Collection :

Purpose	Description
Provide Website Access	Enable you to access and use the Website, services, and features.
Process Transactions	Handle purchases, payments, and deliver products through third-party providers like Stripe.
Marketing and Communication	Send you promotional offers, newsletters, and other marketing materials, with your consent.
Compliance with Legal Obligations	Ensure compliance with legal, financial, and banking requirements (e.g., tax, anti-fraud measures).
Improve Services	Use data for research, analysis, and service enhancement.

Description:

We collect personal data for various purposes that are essential to providing our services, managing user accounts, processing transactions, and ensuring compliance with legal obligations. For example, if you make a purchase, we need your payment information to process the transaction securely. Additionally, we use your data to communicate with you about marketing offers, provided you have given your consent. Our legal compliance efforts involve sharing data with authorities to meet regulatory requirements, especially in the context of international payments and banking transactions.

What Information We Collect :

Purpose	Description
Information You Provide	Personal information such as name, postal address, email, phone number, payment details, account preferences.
Information from Social Networks	Data shared through linked social media accounts (e.g., Facebook, Instagram) if connected to our Website.
Information Collected Automatically	Device information, IP address, browser type, and browsing activity on our Website, including cookies and tracking.
Payment Information	Data related to payments processed through our service providers (e.g., Stripe).

Description:

The information we collect can be broadly categorized into the data you provide directly, such as when registering an account or making a purchase, and data collected automatically, such as your IP address and browsing behavior. Information collected from social networks occurs only when you voluntarily link your social media accounts to our Website, and it includes data allowed by your social media privacy settings. Payment information is processed securely through third-party payment processors like Stripe, ensuring the safety of your financial details.

Legal Basis for Processing:

Purpose	Description
Consent	Data processed with your explicit consent (e.g., newsletters, promotional emails).
Contractual Necessity	Data necessary to fulfill our contractual obligations, such as handling transactions.
Legitimate Interest	Device information, IP address, browser type, and browsing activity on our Website, including cookies and tracking.
Legal Compliance	Data processed to comply with laws and regulations (e.g., financial reporting, anti-fraud).

Description:

We process your data based on different legal grounds. For example, we rely on your consent when sending marketing emails or processing your personal data for optional services. When it comes to processing payments or delivering products, we rely on "contractual necessity" because this data is essential to fulfill your purchase. "Legitimate interest" applies to data used for improving security or providing you with a better user experience, but it does not override your privacy rights. Lastly, we process data to comply with legal obligations, such as tax regulations or fraud prevention.

Cookies we use

Our website uses the following types of cookies for the purposes set out below:

Type of cookie	Purpose
<i>Essential Cookies</i>	These cookies are essential to provide you with services available through our website and to enable you to use in to secure areas of our website and help the content of the pages you request load quickly. Without these cookies provided, and we only use these cookies to provide you with those services.
<i>Functionality Cookies</i>	These cookies allow our website to remember choices you make when you use our website, such as remembering details and remembering the changes you make to other parts of our website which you can customize. The purpose is to enhance your personal experience and to avoid you having to re-enter your preferences every time you visit our website.
<i>Analytics and Performance Cookies</i>	These cookies are used to collect information about traffic to our website and how users use our website. The information includes the number of visitors to our website, the websites that referred them to our website, the pages visited on our website, whether they have visited our website before, and other similar information. We use this information to gather broad demographic information and to monitor the level of activity on our website. We use Google Analytics cookies. It is only used to improve how our website works. You can find out more information about Google Analytics here: https://developers.google.com/analytics/resources/concepts/gaConceptsCookies You can find out more about our privacy policy here: https://policies.google.com/privacy . You can prevent the use of Google Analytics relating to your use of our website by the plugin available via this link: http://tools.google.com/dlpage/gaoptout?hl=en-GB
<i>Targeted and advertising cookies</i>	These cookies track your browsing habits to enable us to show advertising which is more likely to be of interest to you. We use your browsing history to group you with other users who have similar interests. Based on that information, and with the help of third party advertising companies, we enable them to show adverts which we think will be relevant to your interests while you are on third party websites. If you do not consent to these cookies, we will not use them to target advertising at you by visiting http://www.youronlinechoices.com/uk/your-ad-choices . If you do not consent to these cookies, you will still see adverts but they may not be relevant to you. Even if you do choose to remove cookies, some advertising companies that serve online behavioral advertising are included in this list, and so you may still receive some cookies from them listed.
<i>Social Media Cookies</i>	These cookies are used when you share information using a social media sharing button or “like” button on our website or content on or through a social networking website such as Facebook, Twitter or Google+. The social networking website will then store the information you shared on their website and may use it to tailor content to you.

Description:

We use cookies to enhance your browsing experience and ensure the smooth operation of our Website. Essential cookies are crucial for functions like logging into your account and processing orders. Functional cookies help remember your preferences, such as language or login details, to provide a more personalized experience. Analytics cookies are used to understand user behavior on the Website, allowing us to improve performance and services. Advertising cookies track your activity to show ads that are relevant to your interests. You can adjust your cookie settings in your browser to control how we use cookies.

How We Use Your Data :

Purpose	Description
Account Management	Manage your account, process transactions, and communicate with you regarding purchases.
Marketing	Send marketing emails with your consent, such as newsletters and special offers.
Customer Support	Respond to inquiries and provide technical support.
Analytics	Monitor Website performance and user behavior to improve services.
Legal Compliance	Use your data to meet legal and regulatory obligations, including those from financial partners like Stripe.

Description:

Your personal data is used to manage your account, provide customer support, and send you relevant marketing materials (with your consent). For example, if you purchase a product, we will use your email to communicate order updates and support queries. We also monitor how the Website is used to enhance functionality and improve the user experience. Importantly, we also use your data to comply with legal obligations, including our financial reporting requirements with partners such as Stripe and governmental authorities.

Data Sharing:

Purpose	Description
Third-Party Service Providers	Share data with providers like Stripe for payment processing and cloud storage services.
Authorities	Share data with public authorities when required by law, such as for tax purposes or fraud prevention.
Social Media Platforms	Share data with platforms like Facebook and Instagram when you connect your account with social networks.

Description:

We only share your data with trusted third parties that help us provide our services. For example, payment information is securely processed by providers like Stripe, while other data may be stored using third-party cloud services. When required by law, we also share data with public authorities, particularly for regulatory compliance. If you connect your social media accounts to our Website, information from these platforms may be shared in accordance with your settings and this Privacy Policy.

Security of Your Information: We take appropriate measures to ensure the security of your data, including encryption and secure server technologies. However, no security system is entirely foolproof, and we cannot guarantee absolute protection of your information. In the event of a security breach, we will notify affected users and take immediate steps to mitigate risks. If you

believe your data has been compromised, please contact us promptly so we can investigate and address the issue.

Data Retention: We retain your personal data for as long as necessary to fulfill the purposes outlined in this Privacy Policy. Once your account is closed or your subscription is canceled, we will retain your data only if required by law (e.g., for tax or audit purposes). Data that is no longer required will be securely deleted or anonymized.

Your Data Protection Rights:

Right	Description
Right to Access	Request a copy of the personal data we hold about you.
Right to Rectify	Request corrections to inaccurate or incomplete data.
Right to Erasure	Request deletion of your data, subject to certain conditions (e.g., regulatory obligations).
Right to Data Portability	Request transfer of your data to another provider in a structured, commonly used format.
Right to Object	Object to certain types of data processing, such as direct marketing or profiling.

Description:

Under the GDPR and other relevant regulations, you have rights regarding your personal data. You can request access to the data we hold about you and ask for corrections if the information is incorrect. You also have the right to request the deletion of your data, although this may be subject to certain legal or regulatory conditions. Additionally, you can request that we transfer your data to another provider (data portability), or you can object to specific types of data processing, such as direct marketing.

Children's Privacy

Our Website is not intended for users under 16 years of age. We do not knowingly collect personal data from children without parental consent. If we learn that we have inadvertently collected information from a child, we will take steps to delete that information as soon as possible. Parents and guardians are encouraged to monitor their children's online activities to ensure their safety.

International Data Transfers

Your personal data may be transferred to, and stored or processed in, a country other than your own. These transfers are conducted in accordance with applicable laws and regulations. We use safeguards such as Standard Contractual Clauses (SCCs) to ensure that your data is protected when transferred internationally. For more details on international transfers and the protections in place, please contact us.

Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our services or applicable laws. Updates will be posted on this page, and the effective date will be revised. By continuing to use the Website after changes are made, you agree to the updated Privacy Policy.

Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Email: support@yalla-express.com

Address: Yalla Express Spain : Rbla. de Méndez Núñez, 28, 03002 Alicante, Espagne

France : Les Docks, 10 Pl. de la Joliette Atrium 10.6, 13002 Marseille, France

Algeria : Business Center, Bab-Ezzouar, Business District 16000, Algérie