

External Data Privacy Notice (for customers)

Emkan

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1. Introduction

Emkan (“we” or “our”) is committed to protecting your personal data. This privacy notice (“Notice”) is addressed to the individuals based in the Kingdom of Saudi Arabia (“KSA”).

This Privacy Notice will help you to understand what personal data we collect about you, why we collect and use (process) it and what we do with it.

We determine how and why your personal data is collected and used. Therefore, we act as the controller of your personal data under the KSA Personal Data Protection Law approved by the Royal Decree No. 19/m, dated 1443/2/9 (corresponds to 16 September 2021) (“Law”).

In case of any major changes in how we collect and process your personal data, we will notify you by updating this Privacy Notice, as relevant.

2. What is personal data and processing?

What is personal data?

Personal data means any data by which you may be identified as an individual. The personal data that we collect from you may be different, depending on the circumstances and solutions we provide to you. For example, it may include the following:

- first name, last name, address, contact details (e.g. phone number, email);
- age, date of birth, gender, nationality, national ID, civilian/military, marital status (single/married), number of children;
- political beliefs, if you are exposed politically or not;
- CIFID (Unique Customer Number ID);
- IBAN certificate, financial situation, salary amount, bank account number, credit data, information about transactions;
- education, employer name, sector, position;
- vehicle details;
- token device, cookies.

What is processing?

Processing means doing anything with personal data, e.g. viewing, collecting, using, storing, sharing, modifying, printing, copying, archiving, erasing, etc.

3. What legal bases do we use for processing your personal data?

We will use a legal basis to process your personal data. This means we will have a legal justification to use your personal data, as required by the Law.

We may rely on the following legal bases to process your personal data under the Law:

- Your consent (we will let you know on a case-by-case basis should we require your consent).
- Processing achieves a definite interest for you, and it is impossible or difficult to contact you.
- Processing is required by applicable laws and is performed in accordance with them.
- Processing is performed in order to perform an agreement to which you are a party.
- Processing is necessary for the purpose of our legitimate interest.

4. When, how and why do we process your personal data?

We may process your personal data in many ways. We will choose particular ways of processing your personal data depending on the purpose of processing, as specified below. The ways of how we may process your personal data may include viewing, collecting, using, storing, sharing, modifying, printing, copying, archiving, erasing, etc.

Please see in the table below the types of possible processing activities and their purposes.

No.	Purposes of processing activities	Details on processing activities
1.	Maintenance and development of our business	<p>We process your personal data to:</p> <ul style="list-style-type: none"> • provide an Emkan application and our digital financial solutions to you; • arrange internal and external communications in relation to our business; • negotiate, conclude and perform contracts with you, our contractors and other business partners; • handle your requests and complains; • comply with regulatory requirements applicable to you and to us (e.g. handling SAMA requests); • market our products (e.g. sending SMS and push notifications to you); • ensure monitoring and reporting, including internal audits, etc.
2.	Financial reporting	<p>We process your personal data to:</p> <ul style="list-style-type: none"> • keep financial records accurate and consistent; • prepare financial reporting, etc.
3.	Credit risk activities	<p>We process your personal data to:</p> <ul style="list-style-type: none"> • prepare external reports (e.g. for SAMA) and internal reports (e.g. monthly risk reports, write off reports, non-performing loans reports, expected credit loss reports, etc.); • process loan exception approvals; • manage approvals and rescheduling; • process waivers for medical cases, etc.
4.	Collection and recovery	<p>We process your personal data to:</p> <ul style="list-style-type: none"> • conduct credit risk assessments; • segment and allocate you into appropriate risk buckets; • manage legal proceedings and auto leasing, etc.
5.	Compliance and AML	<p>We process your personal data to:</p> <ul style="list-style-type: none"> • monitor transactions to detect suspicious activities related to money laundering; • monitor work of our departments, etc.
6.	Digital and Customer experience	<p>We process your personal data to:</p> <ul style="list-style-type: none"> • analyze customer journey in the Emkan application; • conduct customers surveys, etc.
7.	Sales	<p>We process your personal data to:</p> <ul style="list-style-type: none"> • track number of sales; • evaluate our products performance; • check your eligibility for our solutions, etc.

No.	Purposes of processing activities	Details on processing activities
8.	Operational activities	<p>We process your personal data for:</p> <ul style="list-style-type: none"> • credit analysis; • refunding amounts owed to you; • closing contracts with you; • writing off bad debts; • recording book entries; • canceling invoices, etc.

Collecting and processing your personal data is mandatory in order for us to provide high quality services to you.

Please note that if we do not complete the collection of personal data for the above purposes, we will not be able to provide you with a high level of service.

As for the method of collecting your personal data - we may collect it directly from you and, in some circumstances, from third parties, for example, General Organization for Social Insurance (GOSI), government services, Al Rajhi Bank, etc. We will collect your personal data from such third parties only in cases specified in section 5 below.

If there is a change in your personal data, please let us know as soon as possible by contacting the number 8001240251 – 920011038 or the email **DPO@emkanfinco.com.sa**

5. Processing personal data for other purposes

We aim to ensure that as a general rule we will use your personal data in accordance with the purposes, as specified in section 4 above.

However please note that pursuant to the Law we may process your personal data for purposes other than specified in section 4 above. It may happen in the following cases:

- If you give your consent to such collection and processing.
- If your personal data is publicly available, or if it was collected from a publicly available source.
- If collection and processing is required for your vital interests.
- If collection or processing of your personal data is necessary to protect public health or safety, or to protect the life or health of you or other individuals.

- If your personal data is recorded or stored in a form that makes it impossible to identify you directly or indirectly.
- Collection of your personal data is necessary to achieve our legitimate interests (in this case we will not process your sensitive data, e.g. political beliefs).

6. Your rights in relation to processing of your personal data

In accordance with the Law, you may exercise the following rights:

No.	Data Subject Right	Right Description
1.	Right to be informed	You have the right to be informed of: <ul style="list-style-type: none"> • the valid legal or practical justification for collecting your personal data, and • details about processing of your personal data (e.g. categories of personal data processed, purpose for collecting your personal data, the period for which the personal data will be stored, etc.).
2.	Right to have access to your personal data	You have the right to have access to your personal data that is held by us.
3.	Right to obtain personal data	You have the right to request your personal data held by us in a readable and clear format.
4.	Right to request correction, completion of personal data	You have the right to request correction, completion or updating of your personal data which is held by us.
5.	Right to request destruction of personal data	You have the right to request destruction of your personal data available to us, which is no longer required by us (subject to compliance of the requirements of the Law).
6.	Right to withdraw consent	You may at any time withdraw your consent to processing of your personal data (if other legal bases for processing are not used).

We inform you that you may submit a complaint to the Competent Authority, if you believe your rights have been violated.

Please contact us if you would like to know more about your rights or if you would like to exercise any of them through the Customer Care center 920011038 - 8001240251 or our Data Protection Officer **DPO@emkanfinco.com.sa**

7. Storing personal data

We will arrange safe storage of your personal data in our information systems in the Kingdom of Saudi Arabia.

We will determine the period of storage of your personal data in accordance with our Data Retention Policy. In particular, when determining the period of storage of your personal data we will take into account:

- requirements to the storage period, as such requirements are specific in applicable laws and regulations;
- specific purposes for which we require your personal data.

8. Disclosure of your personal data

We may, as could be required for the purposes listed in section 4 above, disclose your Personal Data to the following organizations:

- (1) Any member of our group to offer you a comprehensive range of financial products and services and to enhance our business operations,
- (2) Current or potential suppliers, subcontractors and other business contacts in the ordinary course of our business (e.g. companies providing support of information systems, digital signature services, financial services, etc.).
- (3) Current or potential business partners in the banking and financial sector or other third parties involved in the management of our business.
- (4) Any applicable regulatory authorities (governmental and other public bodies, for example, SAMA, SAFIU, judicial authorities, courts, committees, etc.) or other third parties as could be required by law or in accordance with other regulatory obligations or policies applicable to us or to you to validate information about you

(e.g. Absher, Saudi Post, Nafath, GOSI, Nafith, Yakeen, Dakhli, SIMAH)¹;

- (5) Any applicable non-governmental parties, for example, Al Rajhi Group or any other third parties as could be required by law or in accordance with other regulatory obligations or policies applicable to us or to you to validate information about you.

We may disclose your personal data, in the following cases:

- (1) You consent to the disclosure.
- (2) Your personal data has been collected from a publicly available source.
- (3) The entity requesting disclosure is a public entity, and the collection or processing of your personal data is required for public interest or security purposes, or to implement another law, or to fulfill judicial requirements.
- (4) The disclosure is necessary to protect public health, public safety, or to protect the lives or health of specific individuals.
- (5) The disclosure will only involve subsequent processing in a form that makes it impossible to directly or indirectly identify you.
- (6) The disclosure is necessary to achieve our legitimate interests (in this case no sensitive data (e.g. health data) will be processed).

When providing your personal data to our Group companies and/or legal entities with whom we have contractual relations, we request a confirmation of the security measures these legal entities take to protect the personal data we provide. We do not share the personal data with public authorities or other third parties without a proper lawful request of the authorities.

¹ Purposes of personal data disclosure:

Absher: an online platform provided by the Saudi government to validate your national ID.

Saudi Post: national postal service to validate your address.

Nafath: a digital identity verification platform to validate your phone number.

GOSI (General Organization for Social Insurance): administration of social insurance programs for employees to validate your income details.

Nafith, Yakeen: a platform facilitating secure and efficient electronic access to financial and credit services to validate your national ID and amount to sign the contract.

Dhakli: the Ministry of Interior's digital portal to validate your income details.

SIMAH: official credit bureau to help us assess your creditworthiness.

We make best efforts to ensure we have relevant contractual agreements in place with the parties with whom we share your personal data with and that they comply with data protection requirements of Emkan.

9. Cross-border personal data transfers

We don't transfer your personal data for processing outside of the KSA. If we may be required to transfer your personal data for processing outside of the KSA in the future, we will comply with the requirements of the Law regarding the cross-border personal data transfers, as well as with the requirements of other laws and regulations, where applicable.

10. Protecting personal data

We protect your personal data by using a range of methods, procedures and techniques. For example:

- (1) we have assigned the responsibility for the organization of personal data processing to specific employees;
- (2) we have in place policies and procedures in the area of protection of personal data to ensure that our personal data processing activities comply with the Law;
- (3) we have implemented the necessary organizational and technical measures to protect personal data (access control, encryption);
- (4) we have organized a process of receiving and controlling the processing of data subjects' requests;
- (5) we keep up to date the Records of Processing Activities (RoPA);
- (6) we carry out a Data Protection Impact Assessment (DPIA) for personal data processing activities that results a high risk;
- (7) we ensure security of third parties (controllers, processors, joint controllers);
- (8) we carry out planned and unscheduled audits of personal data processing activities.

11. Disposal of personal data

If we no longer need your personal data and if we do not have any legal basis to hold it further, we will arrange its erasure (destruction), anonymisation or return to you (unless we must return it to any other entity based on our legal obligations).

We will ensure that:

- (1) in case of anonymisation: you will not be further re-identified after anonymization;
- (2) in case of erasure (destruction): the personal data will not be reconstructed after it was erased.

12. Withdrawal of consent

In some cases, we may request your consent to processing of your personal data. When we request your consent, we will also explain to you how you can withdraw your consent. If you have any questions regarding the consent that you may provide to us (or already provided), as well as how you can withdraw it - you may contact us with the use of the contact details, specific in section “Contact details” of this Notice.

13. Automated decision-making

We use a decision engine in the Emkan application to check your eligibility for our digital financial solutions. Our decision engine does not use Artificial Intelligence (AI) and don't make any decisions that cause legal consequences in relation to you or in any other way affect your rights.

14. Contact details

If you have any questions or comments regarding our use of your personal data, please contact us by using the following contact details:

Address: Emkan Finance branch, 8476 2657, Riyadh 12263

Email: DPO@emkanfinco.com.sa

Phone: [920011038 - 8001240251](tel:920011038-8001240251)

15. Linking to other websites

Our website or marketing email messages sometimes include links to other websites which are not within our control. Once you have left our website/marketing email message, we cannot be held responsible for the content of other websites or the protection and privacy of any information which you provide to those websites. You should exercise caution and look at the privacy notice applicable to the website in question.