

PRIVACY POLICY

It is important that you read this document (our “**Privacy Policy**”) that describes the processing of information provided on this form and how we collect and use your Personal Data.

Your Personal Data is controlled by Diriyah Biennale Foundation, King Faisal Road, Ad-Diriyah PO Box 3424, Riyadh 13711, Kingdom of Saudi Arabia (or 7120 Muhammad Ibn Rashid Al Uraini, Al Diriyah Al Jadidah, 2598, Riyadh 13732, Kingdom of Saudi Arabia)

We are firmly committed to protecting the privacy and confidentiality of personal information in and to maintaining security measures to protect your Data.

We follow this Privacy Policy and we will comply with all relevant and applicable Data protection Laws.

For the purpose of the relevant Data protection regulations we act as data “Controller” (or, for CCPA purposes, as a “Business” or equivalent) for the processing of your personal information

1. **Definitions**

The following terms used in this Privacy Policy shall be defined as follows:

- (a) “**Personal Data**” any data relating to an identified natural person, or a natural person who can be identified, directly or indirectly, through the linking of data, by reference to an identifier such as his name, voice, image, identification number, online identifier, geographical location, or one or more physical, physiological, economic, cultural or social characteristics. Personal Data does not include data where the identity has been completely removed (e.g. completely anonymous data or Aggregate Data), however, it may still include pseudonymous data.
- (b) “**Data subject**” means the natural person who is the subject of the Personal Data
- (c) “**Establishment**” any company or sole proprietorship established inside or outside the State, including companies which the federal or local government partially or wholly owns or has a shareholding therein
- (d) “**Controller**” means an establishment or natural person who has Personal Data and who, given the nature of his/her activity, specifies the method, criteria and purpose of Processing such Personal Data, whether individually or jointly with other persons or establishments
- (e) “**Processor**” refers to an establishment or natural person who processes Personal Data on behalf of the Controller, as directed and instructed by the Controller
- (f) “**Processing**” means any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

- (g) **“Data Protection Laws”** means, as applicable, all laws, statutory or regulatory provisions, which apply to the processing of Personal Data, in the United Arab Emirates (UAE), in the European Economic Area (EEA), in the United Kingdom (UK) and in the United States of America (US). This includes the UAE Federal Decree-Law No. 45 of 2021 (**UAE PDP Law**), the Data Protection Act 2018, the EU General Data Protection Regulation (Regulation 2016/679, "GDPR"), the Privacy Act 1998 California Consumer Privacy Act of 2018 (**CCPA**)/California Privacy Rights Act of 2020 (CPRA), and/or all similar applicable privacy laws of other countries in force from time to time.
- (h) **“GDPR”** means Regulation (EU) 2016/679 (the “EU GDPR”) or, where applicable, the “UK GDPR” as it forms part of the law of England and Wales, Scotland and Northern Ireland by virtue of section 3 of the UK European Union (Withdrawal) Act 2018
- (i) **“Data breach”** means a breach of information security and Personal Data by illegal or unauthorized access, including copying, sending, distributing, exchanging, transmitting, circulating or Processing data in a way that leads to disclosure thereof to third parties, or damage or alteration thereof during the processes of storage, transmission and Processing.
- (j) **“Anonymization”** means the Processing of Personal Data in such a way that anonymizes the Data Subject's identity so that such data can no longer be linked and attributed to the Data Subject and the Data Subject can no longer be identified in any way whatsoever
- (k) **“Profiling”** means a form of Automated Processing consisting of the use of Personal Data to evaluate certain personal aspects relating to a Data Subject, including to analyze or predict aspects concerning his/her performance, economic situation, health, personal preferences, interests, behavior, location, movements or reliability.
- (l) **“Cross-Border Processing”** means dissemination, use, display, transmission, receipt, retrieval, sharing or Processing of Personal Data outside the territory of the State.
- (m) **“Travel Services”** this covers all services which may be booked with or through us, and it includes any services provide by a third party which we book for you (acting as agent for you or that third party). Travel services also includes any services we or a third party provide in association with travel.

2. Types of personal data we collect

We collect and process the following personal data

- personal details (such as name)
- contact information (such as telephone number, email address)
- travel information (such as departure city, date of travel)

We may also automatically collect technical information, including details of your IP address, browser type and operating system when you use or complete online form or visit our website.

3. How we use your personal data

We will hold and process any personal information which you provide in order to Islamic Art Biennale 2023, including, if necessary, making and managing travel bookings and services.

It may also be used to comply with legal obligations we are subject to or to fulfill our legitimate interest, such as to detect illegal activities to prevent illegal activity or to protect our interests.

We do not sell personal information to third parties. We may however share information, complying with relevant Data Protection Laws, within our organization: this may include our employees, contractors and sub-contractors.

4. Purposes and Legal bases for processing

We will process your Personal Data in accordance with all applicable laws and applicable contractual obligations.

We will only collect Personal Data for specified, explicit, and legitimate purposes, and should not process the Personal Data in a matter incompatible with those purposes unless in limited circumstances.

More specifically, we will process personal data on following legal bases and for following purposes:

- (a) Processing is necessary to perform a contract to which you are party or to take, at your request, procedures for concluding, amending or terminating a contract:
 - to complete forms in relation to attending or participating in Islamic Art Biennale (or the "Event")
 - to attend and participate in the Event
 - to fulfil, provide, perform, administer, manage, and enforce bookings and other contracts which relate to you
 - to send institutional communication, informative materials, to provide you information and to communicate with you concerning any enquiries, bookings, travel services provided, problems and complaints, and to respond to any submissions, enquiries or requests from you
- (b) Processing is necessary to fulfill obligations imposed by laws
 - for visa applications, to identify person and verify whether the conditions for the legal entry into, stay and residence on the territory are fulfilled
- (c) Processing is necessary to initiate or defend against any actions to claim rights or legal proceedings, or related to judicial or security procedures
- (d) You have given consent to the processing of your personal data for one or more specific purposes

You will be free to withdraw your consent to this at any time, by contacting us as detailed in this privacy policy. Such withdrawal shall not affect the legality and lawfulness of the Processing made based on the Consent given prior to the withdrawal.

Please be aware that if you do not allow us to collect personal information from you, we may not be able to perform the activities that you are expecting from us, to manage your contract or we may be prevented from complying with our legal obligations.

You are not subject to solely automated decisions, including profiling.

5. Security

We will implement and maintain appropriate technical and organizational measures and procedures to protect and secure Personal Data, in including, without limitation, protection against unauthorized or unlawful processing, access to and/or alteration of Personal Data and against accidental loss, destruction, or damage of or to it, including :

- the pseudonymization and the encryption of personal data;
- ensuring the ongoing confidentiality, integrity, and resilience of processing systems and services;
- the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident;
- implementing measures which will guarantee long term confidentiality, integrity, availability, safety along with processing systems and services flexibility
- placing confidentiality requirements on our staff members.

We regularly review our security procedures to consider appropriate new technology and methods.

6. Sharing your data with third parties

Your Personal Data may be transferred to third parties for the purposes described in this Privacy policy.

If we share your Personal Data with third parties, as independent Data Controllers or Data Processors, we only provide them with the information needed for their specific services/specific purpose; we enter into adequate contractual arrangements to ensure that your Personal Data are protected and they may only use information for the exact purposes we specified in our contract with them.

Third parties may include:

- co-organisers or partners who are involved in the delivery of the Event;
- affiliates, business partners, suppliers and sub-contractors for the performance and execution of your contract and service we have to provide you with;
- suppliers/ service providers (e.g. IT companies, ticketing and sign-up platform providers, technicians for handling complaints or fraud management);
- professional advisors (e.g. auditors, lawyers);
- insurances;

- third parties whose services are necessary to arrange your travel services such as airlines, ticketing agencies, tourism agencies, hotel, transfer and car hire companies

We may, from time to time, be required to disclose your Personal Data in order to comply with any legal obligation and to authorities, such as the police, law enforcement, regulatory and/or government agencies, in relation to organize your travel or to legal investigations or proceedings conducted anywhere in the world, if required by applicable law or regulation, or if we reasonably believe it is necessary to protect the rights, property, or safety of our organization or of the public. We take your privacy into consideration and address such requests on a case-by-case basis.

We do not share your Personal Data with third parties for marketing purposes

If you would like further information about who we have shared your data with, or to be provided with a list, you can request this by writing to INFO.DBF@MOC.GOV.SA.

7. Cross Border Personal Data Transfer

Your Personal Data may be transferred and stored in the United Arab Emirates and in other countries which may be outside your country of residence or outside of the territory in which the Personal Data originally was collected. Those countries may not have the same Data Protection laws. Any such transfer is executed in accordance with Applicable Privacy Laws and managed to protect your privacy rights and interests.

Subject to the exceptions allowed by applicable laws, Personal Data may be transferred outside the State if the country or territory to which the Personal Data is to be transferred has special legislation on Personal Data Protection therein, including the most important provisions, measures, controls, requirements and rules for protecting the privacy and confidentiality of the Personal Data of the Data Subject and his/her ability to exercise his/her rights, and provisions related to imposing appropriate measures on the Controller or Processor through a supervisory or judicial authority; or if the State accedes to bilateral or multilateral agreements related to Personal Data Protection with the countries to which the Personal Data is to be transferred.

Under several applicable Data Protection Laws, a transfer of Personal Data to a third country or an international organization may take place where it is based on “an adequacy decision”, without necessary further safeguard, or other appropriate safeguards.

8. Data Retention

We will only retain your Personal Data for as long as reasonably necessary to fulfill the purposes we collected it for, unless a longer retention period is required or permitted by law, including the purposes of satisfying any regulatory or legal requirements, then we will retain and securely destroy your Personal Data in accordance with Applicable Data Protection Law.

We may retain your Personal Data for a longer period if it's necessary to initiate or defend against any actions to claim rights or legal proceedings, or related to judicial or security procedures

In some circumstances we may anonymize your Personal Data so that it can no longer be associated with you, in which case we may retain and use such information without further notice to you.

9. Data protection rights

Data subjects – depending on the reasons and the legal basis for processing – shall be entitled to the rights available to them pursuant to applicable laws.

Under Applicable Data Protection Law, and depending on your jurisdiction, you may have a number of rights when it comes to your Personal Data, including but not limited to, the following rights:

- to access to your Personal Data – which means you have the right to obtain the following information without charge: the types of Personal Data that is processed; purposes of processing; decisions made based on automated processing, including profiling; targeted sectors or establishments with which Personal Data is to be shared; controls and standards for the periods of storing and keeping Personal Data
- to request the correction or completion of inaccurate Personal Data
- without prejudice to the legislation in force in the State and what is required by the public interest, to request the erasure of Personal Data no longer required for the purposes for which it is collected or processed or in certain circumstances, such as where we collected personal data on the basis of your consent and you withdraw your consent or if there are no legitimate reasons for the Controller to continue the Processing
- to restrict and stop the processing of Personal Data where it is inaccurate or you object to the purpose of the processing
- where you have given us consent to process your Personal Data, to withdraw your consent at any time without prejudice to the lawfulness of the processing based on the consent given before the withdrawal;
- to obtain Personal Data provided in a structured and machine-readable manner in certain circumstances
- to request the transfer of Personal Data to another Controller whenever this is technically feasible
- to object to automated decisions made by automated processing of your personal data.

You may contact us by e-mail or as described in the “How to Contact Us” section below to exercise your rights described above.

You also have the right to lodge a complaint with the Office or the data protection supervisory authority in your country.

We reserve the right to refuse your requests for any reason permitted under applicable laws, providing you with reasons for such denial.

Please note that, if you request that we restrict or stop using personal information we hold on you, or withdraw a consent you have previously given to the processing of such information, this may affect our ability to provide services to you or negatively impact the services we can provide to you. You understand and agree to provide accurate information and to update it whenever necessary and that, in the absence of any update, we can assume that the information submitted is correct.

10. How to Contact Us

You can exercise your rights by contacting us or if you have any questions about this Privacy Policy, you may contact us:

By e-mail at: INFO@DBF.GOV.SA (Diriyah Biennale Foundation)

For any Media Inquiries:

By e-mail at: DBFMEDIAQUERIES@EDELMAN.COM (Diriyah Biennale Foundation Media)

In writing: Diriyah Biennale Foundation, King Faisal Road, Ad-Diriyah

PO Box 3424, Riyadh 13711, Kingdom of Saudi Arabia (or 7120 Muhammad Ibn Rashid Al Uraini, Al Diriyah Al Jadidah, 2598, Riyadh 13732, Kingdom of Saudi Arabia)