



## **NextGen Advisory Privacy Policy**

*Last Updated: September 15, 2024*

### **1. Introduction**

At NextGen Advisory, we are committed to protecting your personal data and ensuring compliance with the Personal Data Protection Law (PDPL) of Saudi Arabia. This Privacy Policy explains how we collect, use, and safeguard your personal information, ensuring transparency and accountability in our data processing practices.

### **2. Scope**

This Privacy Policy applies to all personal data we collect from clients, partners, employees, and other stakeholders during the course of our operations, including through our website, services, and interactions.

### **3. Data Collection**

We collect personal data for specified, clear, and legitimate purposes, and limit the collection to the minimum necessary data. The personal data we collect may include, but is not limited to:

- Names
- Contact information (email, phone number, address)
- Business details (company name, position)
- Any other information relevant to the services we provide

### **4. Legal Basis for Data Processing**

We process personal data in accordance with the PDPL on the following legal grounds:

- Consent: When individuals voluntarily provide personal data for specific purposes.
- Contractual Necessity: When data processing is necessary for the performance of a contract.
- Legal Obligations: When data processing is required by Saudi law or regulatory frameworks.
- Legitimate Interests: When processing is necessary for the legitimate interests of NextGen Advisory, provided that these interests do not override the rights and freedoms of the data subject.

**CR: 4030577265**

**Head Office:** Jeddah, Saudi Arabia

**Phone:** +966 546 907 132 | **Email:** [info@nextgenadvisory.com.sa](mailto:info@nextgenadvisory.com.sa) | **Website:** [www.nextgenadvisory.com.sa](http://www.nextgenadvisory.com.sa)



## **5. Data Usage**

NextGen Advisory uses personal data solely for the purposes for which it was collected, including:

- Providing governance, risk, and compliance (GRC) advisory services
- Communication regarding our services and updates
- Fulfilling legal and regulatory obligations
- Improving our services and client engagement
- Administrative and operational purposes

## **6. Data Sharing**

NextGen Advisory does not share personal data with third parties, except in the following cases:

- With regulatory or governmental authorities, where required by law
- With third-party service providers who assist us in delivering our services, subject to data protection agreements
- In the event of a business transfer, such as a merger or acquisition, subject to the new owner's compliance with this policy

## **7. Data Security**

We implement appropriate technical and organizational measures to protect personal data against unauthorized access, loss, or alteration. These measures include encryption, secure data storage, and regular security assessments to safeguard sensitive information.

## **8. Data Retention**

NextGen Advisory retains personal data only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. Once personal data is no longer needed, we will securely delete or anonymize it.

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## **9. Data Subject Rights**

Under the PDPL, individuals have the following rights regarding their personal data:

- The right to access personal data
- The right to request correction or deletion of inaccurate data
- The right to restrict or object to data processing in certain cases
- The right to withdraw consent at any time
- The right to lodge a complaint with the Saudi Data & Artificial Intelligence Authority (SDAIA) if their rights are violated

## **10. International Data Transfers**

NextGen Advisory may transfer personal data outside of Saudi Arabia, but only in compliance with the PDPL's requirements. Where such transfers are necessary, we ensure that appropriate safeguards are in place to protect the data.

## **11. Updates to the Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in regulations or our data processing practices. We encourage you to review this policy periodically for the latest updates.

## **12. Contact Us**

For any inquiries or requests regarding this Privacy Policy or your personal data, please contact us at:

- **Email:** [info@nextgenadvisory.com.sa](mailto:info@nextgenadvisory.com.sa)
- **Phone:** +966 546 907 132

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