



AL ATHAR
for Travel and Tourism Co. Ltd.

Al Athar Commitment to Data Protection

❖ Al Athar's Commitment to the Jordanian Personal Data Protection Law

Al Athar complies fully with the **Jordanian Personal Data Protection Law No. 24 of 2023**, which sets the national standard for safeguarding personal and sensitive data. We respect the rights of every individual to access, correct, erase, and control their data. Here's how we apply the law in practice:

- **Legal Basis & Consent:** We only process personal data with your clear consent or under legally permitted purposes.
- **Transparency:** We inform you why we're collecting your data, how it will be used, and how long we'll keep it.
- **Control & Rights:** You have the right to withdraw consent, access your data, and request corrections or deletions at any time.
- **Security:** We apply robust technical and organizational measures to ensure your data remains safe, secure, and confidential.
- **Governance:** We've designated a **Data Protection Officer** to oversee compliance and handle data requests.

This law reinforces our promise to treat your data with respect, responsibility, and care.

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❖ Al Athar & the European Package Directive with the General Data Protection Regulation (GDPR)

Al Athar is progressively aligning its practices with the **European Union General Data Protection Regulation (GDPR)** and the **EU Package Travel Directive**, particularly as our work often connects with EU-based travel providers and clients.

We voluntarily adhere to GDPR's seven core principles:

- Lawfulness, Fairness & Transparency
- Purpose Limitation
- Data Minimization
- Accuracy
- Storage Limitation
- Integrity & Confidentiality
- Accountability

Our approach includes:

- Ensuring individuals know what data we collect and why (privacy information).
- Honoring subject access requests and the right to be forgotten.
- Securing all data against unauthorized access, breaches, or misuse.
- Implementing privacy-by-design in every project, from the start.
- Appointing responsible individuals to monitor GDPR readiness and compliance.

Although not legally bound by the GDPR, we adopt its standards to demonstrate our integrity and global privacy commitment.

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❖ Al Athar Privacy Policy:

Our privacy policy is not just a legal formality—it's a daily framework for how we manage your data with care and respect. It blends the legal requirements of Jordan's data law with the ethical best practices of the GDPR to ensure your information is treated properly.

Here's what you can expect from our policy:

- **Clear Purpose:** We only collect data for specific, legitimate purposes—and only when it's absolutely necessary.
- **Informed Consent:** We always seek clear, informed consent for the use of your data, especially for marketing or third-party sharing.
- **Limited Retention:** We don't hold on to your data longer than necessary. Once the purpose is fulfilled, your data is securely erased.
- **User Rights:** You can ask what data we hold about you, request changes, or opt out of processing altogether.
- **Security First:** Whether it's cloud systems or internal processes, we use advanced measures to keep your data protected from breaches or misuse.
- **Global Awareness:** Our systems are designed to adapt to evolving international data protection standards, including cross-border compliance with GDPR and the Package Travel Directive.

This policy helps us stay transparent, ethical, and accountable—so you can trust us with your information at every step.

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