

SEDA SEND - PRIVACY POLICY

Effective Date: [DD/MM/YYYY]

Last Updated: [DD/MM/YYYY]

Seda Send LLC ("Seda Send", "we", "us", or "our") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how Seda Send collects, uses, stores, shares, and protects information when you use the Seda Send mobile application, website, and related services.

By registering for or using Seda Send, you acknowledge that you have read and understood this Privacy Policy.

1. Information We Collect

Depending on whether you use Seda Send as a **Customer or Driver**, we may collect the following information.

A. Customer Information

- Full name
- Mobile number
- Email address
- Company name
- Business details
- Pickup and delivery addresses
- Shipment details
- Cargo information
- Payment and billing information
- Booking and transaction history
- Customer communications
- Support requests

B. Driver Information

- Full name
- Mobile number
- Email address
- Emirates ID / identification details
- Driving licence details
- Vehicle registration details
- Vehicle and insurance information
- Required transport and permit information

- Bank account / IBAN details
- Driver account and activity information

Official driver documents may be verified through the Seda Send branch or authorized verification process, as applicable.

2. Location Information

Seda Send may collect and use location information when required to provide transportation services.

For example, location information may be used to:

- Match drivers with shipment requests
- Show pickup and delivery locations
- Track active shipments
- Provide estimated arrival information
- Monitor shipment progress
- Support customer and driver safety
- Investigate shipment-related incidents

For drivers, location services may be required while the driver is **Online or handling an active shipment**.

3. Device & Technical Information

When you use the App, we may automatically collect certain technical information, such as:

- Device type
- Operating system
- App version
- IP address
- Device identifiers
- Network information
- Login activity
- App usage information
- Error and diagnostic information

This information helps us maintain security, improve performance, and troubleshoot technical problems.

4. How We Use Your Information

Seda Send may use personal information to:

- Create and manage your account
- Verify users and drivers
- Process shipment bookings
- Match customers with drivers
- Provide transportation services
- Track active shipments
- Process payments and settlements
- Provide customer support
- Communicate shipment updates
- Manage documentation and customs coordination
- Generate invoices and transaction records
- Prevent fraud and misuse
- Maintain platform security
- Improve the App and services
- Comply with applicable laws and regulatory requirements

5. Sharing Information

Seda Send may share relevant information with authorized parties where necessary to provide the requested services.

These may include:

- Customers
- Drivers
- Authorized transport service providers
- Customs clearance partners
- Payment service providers
- Insurance providers, where applicable
- Technology and cloud service providers
- Customer support providers
- Government and regulatory authorities where legally required
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We only intend to share information that is reasonably necessary for the relevant service, legal requirement, or business purpose.

6. Customer & Driver Information

To provide the transportation service, certain information may be visible to the other party.

For example:

Customer → Driver

Information necessary for completing the shipment, such as:

- Pickup location
- Delivery location
- Cargo details
- Relevant contact information

Driver → Customer

Information necessary for the shipment, such as:

- Driver name
- Vehicle information
- Relevant contact information
- Shipment status
- Location during an active shipment, where applicable

Personal information should not be used for purposes unrelated to the Seda Send service.

7. Payment Information

Payments may be processed through third-party payment service providers.

Where applicable, payment card information may be processed directly by the relevant payment provider. Seda Send may receive transaction information necessary to confirm and record the payment.

Driver bank account details may be used to process driver settlements.

8. Customs & Cross-Border Information

For UAE–Saudi and other cross-border shipments, Seda Send may process and share necessary shipment and personal information with authorized customs, transport, border, and logistics service providers or government authorities where required.

Such information may include:

- Customer/company information
- Driver information
- Vehicle information

- Shipment information
- Commercial documentation
- Customs documentation
- Delivery information

9. Data Storage & Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including:

- Providing our services
- Maintaining account records
- Completing transactions
- Resolving disputes
- Preventing fraud
- Meeting legal, regulatory, tax, accounting, and compliance requirements

When information is no longer required, it will be deleted, anonymized, or securely disposed of where appropriate and legally permitted.

10. Data Security

Seda Send takes reasonable technical and organizational measures to protect personal information against:

- Unauthorized access
- Loss
- Misuse
- Alteration
- Disclosure
- Destruction

However, no electronic system or internet transmission can be guaranteed to be completely secure.

Users are responsible for keeping their account credentials and verification codes confidential.

11. Data Transfers

Because Seda Send provides cross-border logistics services, certain information may need to be processed or transferred outside the UAE or shared with service providers and authorities in other countries, including Saudi Arabia, where necessary for the requested shipment or service.

Any such processing or transfer will be carried out in accordance with applicable data protection requirements.

12. Cookies & Similar Technologies

The Seda Send website or App may use cookies, device identifiers, analytics tools, or similar technologies to:

- Maintain application functionality
- Improve user experience
- Understand service usage
- Monitor performance
- Improve security

Where required, users will be provided with appropriate choices or controls.

13. Marketing Communications

Seda Send may send service-related communications, including:

- Booking confirmations
- Shipment updates
- Payment notifications
- Account notifications
- Security alerts
- Important service announcements

Where applicable and legally required, marketing communications will be sent based on the user's consent or another permitted legal basis.

Users may opt out of marketing communications where applicable.

14. Children's Privacy

Seda Send is intended for business and commercial transportation users.

The services are not intended for children, and Seda Send does not knowingly collect personal information from children in connection with its services.

15. Your Privacy Rights

Subject to applicable law, you may have rights relating to your personal information, including the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion where legally permitted
- Request restriction of certain processing
- Withdraw consent where processing is based on consent

- Object to certain processing where applicable
- Request information regarding how your data is processed

Requests may be submitted using the contact details provided below.

The UAE Personal Data Protection Law provides individuals with rights concerning their personal data, including correction and certain rights to restrict or stop processing, subject to applicable exceptions.

16. Account Deletion

You may request deletion of your Seda Send account through the App or by contacting Seda Send.

Certain information may need to be retained where required by applicable law, regulatory requirements, financial/accounting obligations, dispute resolution, fraud prevention, or other legitimate purposes.

17. Third-Party Services

The Seda Send App may use third-party services for functions such as:

- Payment processing
- Maps and navigation
- GPS/location services
- Cloud hosting
- Analytics
- Notifications
- Customer support
- Identity or document verification

These third parties may process information in accordance with their own privacy policies and applicable agreements with Seda Send.

18. Changes to This Privacy Policy

Seda Send may update this Privacy Policy from time to time to reflect changes in our services, technology, legal requirements, or business practices.

The updated version will be made available through the App or website.

The "**Last Updated**" date at the beginning of this Privacy Policy will indicate when the policy was last revised.

19. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact:

Seda Send

United Arab Emirates

Privacy / Data Protection Contact: info@morningscent.ae

Customer Support: info@morningscent.ae / +971 551424412

Office Address: Office No. 1205, Tabarak Tower, Al Taawun, Al Mamzar, Sharjah

20. User Acknowledgement

By registering for or using the Seda Send App, you acknowledge that you have read and understood this Privacy Policy.

Where consent is required by applicable law, you will be asked to provide consent separately through the App.

☐ I have read and understood the Seda Send Privacy Policy.

[ACCEPT & CONTINUE]