

Privacy Policy

Effective Date: 12 June 2025

Arabian Home LTD (trading as "Yalla Halal", "we", "our", or "us") is committed to safeguarding the privacy of all users of our website and platform, accessible via www.yallahalal.co.uk, including restaurant partners, chefs, vendors, and customers. This Privacy Policy explains how we collect, use, disclose, and protect your information. We are the “data controller” of your personal information.

1. Information We Collect

We may collect personal data from you when you interact with our website or services. This includes:

- **Account data** – name, contact information, business details, and login credentials;
- **Transaction data** – order details, payment information (via Ryft), delivery address;
- **Device and usage data** – IP address, browser, device type, cookies, and activity;
- **Communications** – emails, chat support messages (including via WhatsApp), reviews, or feedback;
- **Location data** – only when relevant for delivery, vendor management, or user location.

We also collect data from third-party tools and platforms, including advertising partners, analytics providers, and fraud prevention services.

2. How We Use Your Information

We use your data to:

- Provide access to our website, vendor portal, and restaurant dashboards;
- Process and deliver orders through third-party partners (e.g., **Nash** for delivery, **Ryft** for payments);
- Enable vendors to onboard, verify identity, and link payment accounts (via Ryft);
- Communicate order confirmations, updates, and support via email, SMS, or WhatsApp;
- Improve our platform, content, features, and customer experience;
- Send direct marketing or promotional messages (only with your consent or under legitimate interest);
- Monitor usage and detect or prevent fraud, abuse, or unlawful activities;
- Fulfill legal obligations or respond to lawful requests.

3. Chat & Communication

We offer chat support via third-party integrations, including **WhatsApp**. By using this feature, you may voluntarily share your contact details. These communications are protected, but subject to WhatsApp's own privacy policies.

4. Vendor Payment Setup (Ryft)

If you are a vendor or restaurant partner, we may collect business and identity documents when setting up a **Ryft** account to process payments. You will be redirected to Ryft's secure interface and subject to their data handling policies. We do not store your sensitive banking details.

5. Delivery Integration (Nash)

To facilitate delivery, your order and relevant information (e.g., item, prep time, address) may be shared with our delivery partner **Nash**. Their system is integrated to ensure timely dispatch, and your data is used solely to fulfill your order.

6. Admin Oversight and Platform Use

Yalla Halal retains administrative access to all vendor profiles created on the platform. We may view or manage multiple branches, menus, orders, or activities created under a single vendor account to maintain platform integrity and assist with support.

7. Legal Basis for Processing

We process your personal information on the following grounds:

- To perform a contract with you (e.g., fulfilling orders or onboarding vendors);
- With your consent (e.g., marketing or health-related preferences);
- Based on our legitimate interests (e.g., fraud prevention, platform improvement);
- To comply with legal obligations (e.g., financial record keeping).

8. Data Sharing

We may share your data with:

- **Ryft** (payment processor);
- **Nash** (delivery dispatch and logistics);
- **Places App** (our white-label platform provider);

- Third-party IT/cloud hosting and analytics providers;
- Customer support tools (e.g., WhatsApp Business, CRM);
- Legal authorities or regulators, if required.

In cases of mergers, acquisitions, or business transitions, your data may be disclosed to relevant parties.

9. Data Security

We implement robust physical, technical, and administrative safeguards to protect your information. While we take steps to secure data transmission and storage, no system can be 100% secure. You are responsible for keeping your passwords confidential.

10. Retention of Information

We retain personal information for as long as necessary:

- To fulfill the purpose it was collected for;
- As required by law (e.g., tax or payment records);
- To enforce legal rights or defend claims;
- In line with industry best practices.

Once your data is no longer needed, it will be securely deleted or anonymized.

11. Your Rights

You have the following rights under applicable data protection laws:

- **Access** – to see what personal data we hold;
- **Rectification** – to correct inaccurate data;
- **Erasure** – to delete your personal data ("right to be forgotten");
- **Restriction** – to limit how your data is used;
- **Portability** – to obtain a copy in a machine-readable format;
- **Objection** – to certain uses (e.g., direct marketing);
- **Withdraw consent** – at any time, if processing is based on consent;
- **Lodge a complaint** – with the UK Information Commissioner's Office (ICO).

To exercise your rights, contact us at:

 [**contact@yallahalal.co.uk**](mailto:contact@yallahalal.co.uk)

12. International Transfers

Your personal information is stored and processed within the **UK and European Economic Area (EEA)**. If transferred outside the EEA, we ensure adequate safeguards (e.g., standard contractual clauses).

13. Updates to This Policy

We may update this Privacy Policy occasionally to reflect changes in law or our services. If significant changes are made, you will be notified via email or on our website.

Last updated: 12 June 2025