

Privacy Policy

Najum Advertising Company

Last updated: August 2026

Najum Advertising Company (“Najum,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal data you share with us. This Privacy Policy explains what information we collect, why we collect it, and how we use, store, and protect it, in line with the Kingdom of Saudi Arabia’s Personal Data Protection Law (PDPL).

1. Information We Collect

When you contact us, submit an inquiry through our website, or respond to one of our LinkedIn lead forms or advertisements, we may collect:

- Your name
- Email address
- Phone number
- Company name and job title (where provided)
- Any message or details you choose to share with us regarding your event, branding, or signage requirements

2. Why We Collect It

We use this information to:

- Respond to your inquiry and provide quotes or proposals
- Follow up on event, branding, signage, or advertising services you've expressed interest in
- Improve our services and understand which of our campaigns and content are useful to potential clients
- Communicate with you about your ongoing project, if you become a client

We do not collect more information than is necessary for these purposes, and we do not use your information for any purpose beyond what is stated here without asking you first.

3. Legal Basis for Processing

We process your personal data based on:

- Your consent, given when you submit a form or contact us directly
- Our legitimate business interest in responding to inquiries and providing our services
- The steps necessary to enter into or perform a contract with you, if you become a client

4. How Long We Keep Your Data

We retain your personal data only for as long as necessary to respond to your inquiry, deliver our services, or comply with legal and accounting obligations. If you do not proceed with a project, we

retain your inquiry details for a reasonable period to follow up, after which they are deleted or anonymized.

5. Who We Share Your Data With

We do not sell or rent your personal data. We may share limited information with:

- Trusted vendors, suppliers, or contractors directly involved in delivering a service you've requested (e.g., event partners, printers, or subcontractors)
- Platforms such as LinkedIn, solely as needed to process a lead form submission you completed
- Authorities, if required by Saudi law

We do not share your data with third parties for their own marketing purposes.

6. Your Rights

Under the PDPL, you have the right to:

- Know what personal data we hold about you
- Request access to, correction of, or deletion of your data
- Withdraw consent for us to contact you at any time
- Object to how your data is being used

To exercise any of these rights, contact us using the details below.

7. Data Security

We take reasonable technical and organizational measures to protect your personal data against unauthorized access, loss, or misuse.

8. Contact Us

If you have questions about this Privacy Policy or how we handle your data, please contact us:

Najum Advertising Company

WhatsApp: +966 54 942 9750

Website: najumads.com

9. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with a revised "Last updated" date.

This policy is provided as a general template and has not been reviewed by a lawyer. For full compliance with the Saudi Personal Data Protection Law — including having this policy available in Arabic and naming a specific data protection contact point — we recommend a brief legal review before publishing.