

## ***PRIVACY POLICY — MedScent & Advisory FZE LLC***

### **1. Introduction and Acceptance**

MedScent & Advisory FZE LLC (“MedScent”, “we”, “us”) operates the official website and the digital platforms associated with the company. Protecting the privacy of our users is a fundamental priority. This Privacy Policy explains how we collect, use, protect, and process the personal information that you (“user”, “client”) provide when accessing or using our website. By using the site and submitting your information, you agree to the terms set forth in this Privacy Policy. If you do not agree with its content, you must refrain from using our services. This section establishes the foundation of **user consent and data handling principles**.

### **2. Automatically Collected Information (Technical Data)**

When a user browses our site, we automatically collect certain technical information that does not directly identify them. This information includes IP address, browser type, device type, date and time of access, pages visited, language, time zone, and referring URL. These data are obtained through log files and cookies. Cookies allow the site to remember user preferences, improve navigation experience, and optimize website performance. Users may disable cookies through their browser settings, although doing so may affect certain functionalities of the site. This section outlines **technical tracking mechanisms** used for site optimization.

### **3. Voluntarily Provided Personal Information**

In addition to technical data, MedScent may request personal information when the user creates an account, makes a purchase, or contacts us. This information may include full name, physical address, email address, phone number, billing and payment details, and business information for corporate clients. By making a purchase, the user authorizes MedScent to share the information strictly necessary with payment service providers and financial institutions to process the transaction. Users may access, update, or correct their personal information through the tools available on the site or by contacting us directly. This section covers **user-submitted personal data** and how it is handled.

### **4. Purpose of Information Use**

The information collected is used to process orders, manage user accounts, provide customer service, improve our products and services, personalize the user experience, and send notifications related to the site. MedScent may also send commercial or promotional communications when authorized by the user. If the user does not wish to receive such communications, they may request removal by emailing **medscentfzc@gmail.com**. Preference changes may not take effect immediately. This section explains **data usage purposes** within our operations.

### **5. External Links and Third-Party Responsibility**

Our site may contain links to third-party websites. MedScent does not control and is not responsible for the privacy practices of such external sites. We encourage users to review the privacy policies of any website they visit before providing personal information. This Privacy Policy applies solely to information collected through our website. This section highlights **limitations of third-party responsibility**.

## 6. Security and Data Protection

MedScent implements reasonable technical and organizational measures to protect personal information against unauthorized access, loss, or alteration. We use encryption technologies such as SSL, secure servers, and access controls. However, no data transmission over the Internet can be guaranteed as completely secure. Users are responsible for maintaining the confidentiality of their login credentials and must notify us immediately if they suspect their account has been compromised. This section details **security safeguards** applied to user data.

## 7. Users Outside the United Arab Emirates

Our services are primarily intended for users located within the United Arab Emirates. If MedScent expands its services to other countries, this Privacy Policy will be updated accordingly. Users will be informed through the website in the event of relevant modifications. This section addresses **territorial scope and future expansion**.

## 8. Legal Disclaimer

The site operates “as is” and “as available.” MedScent is not responsible for events beyond its direct control, including technical failures, service interruptions, or unauthorized access that cannot be reasonably prevented. This Privacy Policy is governed by the federal laws of the United Arab Emirates, and any dispute related to its interpretation or application must be submitted to the competent courts of the UAE. This section clarifies **legal limitations and governing law**.

## 9. Contact Information

For inquiries related to this Privacy Policy or to exercise rights regarding your personal information, users may contact MedScent & Advisory FZE LLC through the following channels: Address: Amber Gem Tower, 26th Floor, Office No. 1504, UAE Phone: +971 58 8394 737 Official email: **medscenfzc@gmail.com** This section provides **official communication channels** for privacy matters.

## 10. Changes to This Policy

MedScent reserves the right to modify this Privacy Policy at any time, with or without prior notice. Any changes will be published on this page, and continued use of the site after such modifications are posted constitutes acceptance of the updated version. The current version will always be the one available on the website.