

Go Eat Rewards – Privacy Policy

(Effective in the United Arab Emirates)

1. Introduction

1.1. This Privacy Policy describes how Go Eat Micromarkets Vending Machines L.L.C. (“the Company”, “we”, “our”, “us”) collects, uses, stores, and protects your personal data when you participate in the Go Eat Rewards program or make purchases through our vending machines and mobile interface.

1.2. The Company acts as the Data Controller under the UAE Personal Data Protection Law (Federal Decree-Law No. 45 of 2021).

1.3. By registering in the Program, scanning a QR code, or making a purchase through our vending machines, you agree to this Privacy Policy.

2. Data We Collect

We collect and process only the minimum data required to operate the Program:

- Mobile phone number (for registration and identification);
- Transaction data (amount, date, time, machine ID, items purchased);
- Unique QR code identifier linked to your account;
- Technical logs of vending machine interactions (for fraud prevention and security).

No additional personal information (such as name, date of birth, or email) is required or stored unless you provide it voluntarily (for example, when contacting customer support).

3. Purpose of Processing

Your data are processed only for the following purposes:

- Registration and authentication of users via phone number and QR code;
- Accrual, redemption, and accounting of Go Eat Rewards Points;
- Prevention of fraudulent activity and ensuring secure system operations;
- Statistical and analytical processing in aggregated, non-identifiable form;
- Compliance with applicable laws and regulations in the UAE.

4. Legal Basis for Processing

The processing of your personal data is based on:

- Your consent provided during registration;
- The legitimate interest of the Company to operate the Program and ensure its functionality and security;
- Compliance with legal obligations under UAE law.

5. Sensitive Personal Data

The Company does not collect or process any sensitive personal data as defined under Federal Decree-Law No. 45 of 2021.

We do not process data relating to health, religion, political beliefs, biometrics, minors, or financial information.

The Program operates only with limited identifiers such as phone number, transaction records, and QR code, which are not considered sensitive personal data.

6. Payment Information

We do not collect or store any payment card or banking information.

All payment transactions made through Go Eat vending machines are processed directly by licensed payment service providers (merchant acquirers) operating within the United Arab Emirates.

These providers handle all payment data in compliance with UAE laws and international security standards, including PCI DSS.

The Company receives only transaction confirmation information (success or failure) and has no access to your card or bank details.

7. Data Storage and Location

All personal data collected through the Go Eat Rewards Program are stored and processed exclusively within the United Arab Emirates.

Our data servers, databases, and backups are physically located in UAE-based data centers. We do not transfer, replicate, or otherwise store your data outside the UAE.

8. Data Sharing and Processors

8.1. We do not sell or trade your personal data.

8.2. Your data may be processed by selected technical service providers (such as SMS and payment providers) that operate only within the UAE and are contractually bound to maintain confidentiality and security.

8.3. Access to data is strictly limited to authorized personnel who require it to perform their duties and are bound by confidentiality obligations.

9. Data Retention

Personal data are retained only as long as necessary to fulfill the purposes listed above or as required by UAE law.

Transaction and reward records are typically retained for 12 months from the date of creation.

After this period, data are securely deleted or anonymized.

10. Data Security

We apply organisational and technical measures to protect your data against unauthorized access, loss, destruction, or disclosure, including:

- Encryption of data during transmission and storage;
- Secure key management within UAE infrastructure;
- Role-based access controls and audit logging;
- Regular security testing and monitoring of our systems.

11. Your Rights

Under the UAE Personal Data Protection Law, you have the right to:

- Access your personal data and obtain a copy;
- Request correction of inaccurate or incomplete data;
- Request deletion of your data once the purpose of processing has ended;
- Withdraw your consent at any time by contacting us;
- Object to processing for non-essential purposes.

Requests will be reviewed and answered within a reasonable time in accordance with UAE law.

12. Children's Data

Our services are not intended for persons under the age of 18. We do not knowingly collect or store data relating to minors.

13. Changes to this Policy

We may update this Policy periodically to reflect legal or operational changes. The latest version will be available on our website and displayed on vending machines. Continued use of the Program after publication means you accept the updated Policy.

14. Contact

For any questions, data access requests, or privacy-related matters, please contact us at: help@goeat.ae

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