

Privacy Policy

SEATSPACE, SAUDI ARABIA

Effective Date: 20/06/2026 · Version 1.0

1. Introduction

SeatSpace ("we", "us", "our") respects the privacy of every visitor, customer, and partner of seatspace.com.sa (the "Site"). This Privacy Policy explains how we collect, use, disclose, and protect personal data in the course of our e-commerce activities relating to office furniture in the Kingdom of Saudi Arabia.

This Policy is issued in compliance with the Personal Data Protection Law of Saudi Arabia (PDPL), promulgated by Royal Decree No. M/19 and entered into force on 14 September 2023, and its implementing regulations issued by the Saudi Data and Artificial Intelligence Authority ("SDAIA"). By accessing the Site, placing an order, or interacting with our services, you confirm that you have read and understood this Policy.

2. Data Controller Identity

The data controller responsible for personal data collected through the Site is:

- Aflak Office Furniture Trading Company
- Commercial Registration No.: 1010906833
- VAT Registration No.: 300125585700003
- Registered office: RHOB7204, King Fahd Road, Al Olaya District, Riyadh, Saudi Arabia.
- National Address (Wasel): RHOB7204, King Fahd Road, Al Olaya District, Riyadh, Saudi Arabia.
- Privacy contact (DPO): support@seatspace.com.sa

3. Personal Data We Collect

We collect personal data only to the extent necessary for the purposes described in Section 4. Categories include:

- Account data: name, email address, mobile number, password (hashed), preferred language, and (for B2B accounts) company name, CR number, VAT number.
- Order data: billing and shipping addresses, items purchased, order value, the payment method used (e.g. mada or card) and a payment-confirmation reference returned by our payment provider — full card details are never received or stored by SeatSpace — invoices, and order history.
- Browsing data: IP address, device identifiers, browser type and version, pages viewed, search queries, products added to cart or wishlist, referring URL, and timestamps.
- Support data: messages, attachments, and any information you voluntarily provide when contacting us, including enquiries, quotation requests, and notify-me (back-in-stock) requests.
- Marketing data: subscription status, opt-in records, and engagement metrics with our communications, where you have consented to receive them.

4. Purposes of Processing

We process personal data for the following purposes:

- Performing the sales contract with you: accepting and fulfilling orders, processing payments, arranging delivery, providing after-sales support, and handling returns and warranty claims.

- Complying with our legal obligations: issuing ZATCA-compliant tax invoices, retaining transactional records for the period required by KSA tax law, responding to lawful requests from regulators and courts.
- Operating and improving the Site: ensuring security, preventing fraud, monitoring performance, debugging, and analyzing usage to improve the customer experience.
- Marketing and customer engagement: sending newsletters, offers, surveys, and product updates — only where you have provided explicit opt-in consent, which you may withdraw at any time.

5. Lawful Basis for Processing

Each processing activity is justified under one of the lawful bases recognised by the PDPL: (a) performance of a contract to which you are a party; (b) compliance with a legal obligation; (c) the legitimate interests of SeatSpace where these are not overridden by your rights; or (d) your explicit consent, where required (notably for direct marketing).

6. Sharing with Third Parties

We share personal data only with carefully selected service providers acting on our instructions, under contractual confidentiality and security obligations:

- Payment processor: PayTabs Saudi (or equivalent SAMA-licensed processor) handles all card payments, mada, Apple Pay, and other electronic methods on its own secure pages. SeatSpace receives only a payment-confirmation reference and the payment method used; full card data (card number, expiry, CVV) is never transmitted to, processed by, or stored by SeatSpace.
- Shipping carrier: Aramex KSA (or other designated carriers) receives the recipient name, contact number, and delivery address solely for the purpose of delivering your order.
- ERP and accounting systems: order, invoice, and customer-master data are synchronized to our enterprise resource planning system for inventory, accounting, and ZATCA e-invoicing.
- Email service provider (SMTP): used for transactional emails (order confirmation, shipping notifications) and, where you have consented, marketing emails.
- Analytics and advertising providers: where enabled, we use analytics and advertising tools (for example Google Analytics, Google Ads, and the Meta, TikTok, or Snap advertising pixels) that set cookies and receive pseudonymous usage and device data to measure traffic and deliver relevant marketing. These tools operate only where you accept non-essential cookies, and may process data on servers outside the Kingdom (see Section 7).
- Government authorities: where required by Saudi law, court order, or regulatory request, we will disclose data to authorities such as ZATCA, SAMA, SDAIA, the Ministry of Commerce, or law-enforcement bodies.

We do not sell personal data to third parties for their independent marketing purposes.

7. Cross-Border Data Transfers

Personal data is primarily stored on servers located within the Kingdom of Saudi Arabia. Where any transfer outside the Kingdom is necessary (for example, where a service provider hosts data abroad), such transfer will only take place where (i) the recipient jurisdiction has been recognised by SDAIA as providing an adequate level of protection, (ii) appropriate safeguards are in place, or (iii) you have given explicit consent, as required by Articles 29–30 of the PDPL. In particular, where you consent to analytics or advertising cookies, the relevant providers (such as Google or Meta) may process pseudonymous usage data on servers outside the Kingdom; such transfers rely on your consent and on the safeguards described above.

8. Cookies and Similar Technologies

The Site uses cookies and similar technologies to enable essential functionality (such as keeping you signed in and remembering your cart), to analyze traffic, and — where you consent — to deliver relevant marketing.

You can manage non-essential cookies through the cookie banner displayed on your first visit, and you may withdraw consent at any time through your browser settings. Disabling essential cookies may affect Site functionality.

9. Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, or for the period required by applicable Saudi law. Key retention periods include:

Data category	Retention period
Transactional and tax records (orders, invoices, payment confirmations)	5 years from the end of the relevant tax year (ZATCA requirement)
Customer account data	Duration of the account plus 24 months after closure
Marketing consent and engagement data	24 months after the last engagement, unless renewed
Support tickets and enquiries	24 months from closure of the ticket
Website logs and security data	12 months from creation

10. Your Rights under PDPL

Subject to applicable law, you have the right to:

- Be informed of the categories of personal data we hold about you and the purposes of processing.
- Access your personal data and obtain a copy in a structured, commonly used format.
- Request correction of inaccurate or incomplete personal data.
- Request deletion of personal data, subject to legal retention obligations (for example, tax records that must be retained for five years).
- Object to processing for direct marketing purposes; you may unsubscribe at any time via the link in our communications or by contacting support@seatspace.com.sa.
- Withdraw consent at any time, without affecting the lawfulness of processing carried out before withdrawal.
- Lodge a complaint with SDAIA (see Section 15).

To exercise any of these rights, please contact our Data Protection Officer at support@seatspace.com.sa. We will respond within thirty (30) days of receiving a verified request.

11. Children's Data

The Site is intended for users aged eighteen (18) and above. We do not knowingly collect personal data from minors under 18 without the verifiable consent of a parent or legal guardian. If we become aware that we have collected personal data from a minor without such consent, we will delete it promptly.

12. Security Measures

We apply technical and organisational security measures appropriate to the sensitivity of the data, including encryption of data in transit (TLS), encryption of stored integration credentials, role-based access controls in the admin platform, vetting of all third-party processors, secure password hashing, and regular monitoring of suspicious activity.

No system is perfectly secure. If a personal data breach occurs that is likely to result in a significant risk to your rights, we will notify SDAIA and affected individuals in accordance with the timelines required by the PDPL.

13. Changes to this Policy

We may update this Privacy Policy from time to time to reflect changes in law, regulatory guidance, or our business practices. The "Effective Date" at the top of this document indicates when this version was last updated. Material changes will be notified to registered customers by email or by a prominent notice on the Site.

14. Contact / Data Protection Officer

For any privacy-related inquiry, you may contact our Data Protection Officer:

- Email: support@seatspace.com.sa
- General support: support@seatspace.com.sa
- Postal address: RHOB7204, King Fahd Road, Al Olaya District, Riyadh, Saudi Arabia.

15. How to File a Complaint with SDAIA

If you believe that our processing of your personal data does not comply with the PDPL, you may lodge a complaint with the Saudi Data and Artificial Intelligence Authority (SDAIA), the national regulator for personal data protection in the Kingdom. SDAIA accepts complaints through its official channels published on sdaia.gov.sa.

We encourage you to contact us first at support@seatspace.com.sa so that we have an opportunity to address your concern directly.

16. Legal Information

SEAT SPACE is a registered trademark under Aflak Electronic Industries Co. Ltd. All sales, invoicing, fulfillment, warranty, and customer service for SEAT SPACE products are provided by Aflak Office Furniture Trading Company, a subsidiary of Aflak Electronic Industries Co. Ltd., Saudi Arabia.