

Last Updated: October 10, 2025

1. Introduction

- 1.1. This Privacy Policy ("**Policy**") is issued by PeopleDo FZ LLC ("**Company**", "**we**", "**us**", or "**our**"), a company established under the laws of the United Arab Emirates, with its registered office at DMC-BLD05-VD-G00-731, Ground Floor, DMC5, Dubai Media City, Dubai, UAE.
- 1.2. This Policy governs the collection, use, storage, and disclosure of personal data when you use our mobile application (the "**App**"), our website at <https://ppldo.net> and <https://ppl.do> (the "**Website**"), and any related services (collectively, the "**Services**").
- 1.3. We are committed to processing personal data in a lawful, fair, and transparent manner. The purpose of this Policy is to inform you, the data subject, in accordance with applicable data protection laws, about the categories of personal data we collect, the purposes for which we process your data, your rights regarding your personal data, and how we protect and manage your information.
- 1.4. By downloading, accessing, or using our Services, including completing the registration process, you acknowledge that you have read and understood the Policy. You hereby voluntarily consent to the collection and processing of your personal data by the Company as described herein. If you do not agree with any part of this Policy, you must immediately cease using our Services and not provide us with any personal data.
- 1.5. We are committed to complying with applicable data protection laws relevant to the jurisdictions where our Users reside. In the event of any conflict between this Policy and the mandatory laws of a User's country, the provisions of such laws shall prevail and are incorporated herein.
- 1.6. We may update this Policy from time to time to reflect legal, technical, or business developments. The updated version will be indicated by the "Last Updated" date at the top of this page and will become effective upon posting. We encourage you to review this Policy periodically to stay informed about how we are protecting your information.

2. Terms and Definitions

"**App**" means the proprietary software application known as People Do, including any updates, upgrades, or new versions thereof, which is made available by the Company for download on mobile devices through digital distribution platforms such as App Store and Google Play.

"**Company**", "**we**", "**us**", or "**our**" means PeopleDo FZ LLC, a company established under the laws of the United Arab Emirates, with its registered office at DMC-BLD05-VD-G00-731, Ground Floor, DMC5, Dubai Media City, Dubai, UAE.

"**Services**" means all functionalities, features, and content provided by the Company, accessible through the App or the Website.

"**User**", "**you**", or "**your**" means any individual who has completed the registration process in the App by providing the required information and has validly accepted the People Do Terms of Service, as well as any individual accessing the Website.

"**Website**" means web pages and online content located at the domains <https://ppldo.net> and <https://ppl.do>, including all subdomains, subfolders, and any successor domains, which is operated by the Company and accessible via the Internet, regardless of the device used to access it.

Any term not defined in this Policy shall have the meaning ascribed to it under the UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data and its implementing regulations. To the extent a term is not defined in this Policy or applicable laws, it shall be given its ordinary and reasonable meaning.

3. Types of Personal Data and Purposes of its Processing

- 3.1. We collect your data related to one of the following categories:
- **Information You Enter Directly.** This includes data you provide during registration and use of our Services, such as your name, phone number, professional profile information, and any other details you choose to share.
 - **Information from Your Device.** With your additional consent, we may access your device's contact list or other information related to you and/or other persons.
 - **Information Collected Automatically.** When you use our Services, we may automatically collect technical information such as your device type, browser type, pages visited, and usage patterns through cookies and similar technologies.
- 3.2. The specific categories of personal data collected by the Company while providing the Services, as well as the purposes for their use, are outlined in the table below.

Purpose of Processing	Personal Data Processed	Legal Basis
Account Management To create and manage your account, authenticate your identity, and provide the core Services of the App.	Full name, date of birth, city and country of residence, phone number.	Performance of a Contract
Profile and Community Functionality To enable the creation and publication of your professional profile, facilitate its discovery by other users, and support communication and networking within the platform.	Full name, date of birth, city and country of residence, contact details (phone number, e-mail address, messenger), industry, role, company / project, website, links to social networks, bio, photo, information on the services and products provided, other personal data provided as part of the User profile, payment details, personal data contained in the messages exchanged by the Users.	Performance of a Contract
Service Personalization and Connectivity To provide access to the "Invite a Friend" feature and to notify you when your contacts join the Services, thereby personalizing your experience and helping you build your network.	Names and phone numbers stored in the address book of the User's device.	Consent
Direct Marketing To send you personalized offers, newsletters, and other marketing communications about our Services.	Full name, date of birth, city and country of residence, contact details (phone number, e-mail address, messenger), industry, role, company / project, website, links to social networks, bio, photo, information on the services and products provided, other personal data provided as part of the User profile.	Consent

3.3. The Company will process the personal information outlined in clause 3.2 for the duration that your account remains active unless this Policy or applicable laws provides for the otherwise. You may request the deletion of your account at any time by contacting us at support@ppl.do.

Upon the processing of your deletion request, your account will be deactivated, you will permanently lose access to the Services, and the Company will initiate the irreversible deletion of your personal data from its databases. This process is typically completed within 30 days of the request.

Please be aware that the deletion of your account and personal data from our systems does not affect information that has already been shared with other Users through the normal operation of the Services prior to your deletion request. This may include copies of messages, shared content, or your profile information that other Users have viewed or stored within their own account history.

Furthermore, the deletion of the account shall not prevent the processing of certain personal data where necessary for compliance with a legal obligation to which the Company is subject or for the purposes of the legitimate interests pursued by the Company (including the resolution of disputes).

3.4. To help you connect with other Users, the Services can access your mobile device's contact list ("**Contacts**"). This access is strictly optional.

By granting the Services access to your Contacts, you represent and warrant that you have the necessary rights and consents to provide us with the personal data contained within them. You explicitly grant the Company permission to process the names and phone numbers from your Contacts for the specified purpose. We will not use this information for any purpose other than to facilitate connections within the Services.

During the registration process, your mobile operating system (e.g., iOS or Android) will prompt you to grant the Services permission to access your Contacts. You may deny this request; however, doing so will prevent you from using the contact-based features of the Services. You can manage or revoke this permission at any time through the privacy settings on your mobile device. Please note that revoking access will disable the associated features.

3.5. We will only send you marketing and promotional communications (e.g., newsletters, special offers, and event invitations) if you have provided your prior, explicit, and freely given consent, unless we are permitted to do so under applicable law based on our legitimate interest. You may provide your consent by opting-in via a checkbox during the registration process or at another point within the Services or expressly agreeing to receive such communications through a separate subscription form.

You may withdraw your consent to receive marketing communications at any time by sending a request to support@ppl.do or by using the unsubscribe link provided in every marketing message.

Withdrawing your consent for marketing communications will not affect the lawfulness of any processing based on your consent before its withdrawal. Please note that even after you opt-out of marketing communications, you will continue to receive non-promotional, transactional messages that are essential for the provision of the Services, such as those related to your account security, service updates, or important administrative information.

3.6. You represent and warrant that you have the lawful right to use the phone number and all other data provided during account registration and entering data into your profile, all information you provide to us is accurate, current, and complete, and the provision of such information does not infringe upon the rights (including intellectual property or privacy rights) of any third party.

You can update your profile data any time using relevant functions of the App.

You are solely responsible for the information you provide and for ensuring it is kept up to date. While we expect you to act in good faith, we do not verify, and expressly disclaim any responsibility for verifying, the accuracy of the personal data you submit.

The Company reserves the right, at its sole discretion, to require you to modify, reformat, or remove any information in your profile to ensure clarity, proper presentation, compliance with our policies and legal requirements.

Without prejudice to the foregoing, the Company reserves the right to request verification of the accuracy of the information provided in your profile. This right may be exercised where the Company has reasonable grounds to believe that such verification is necessary to prevent or detect a breach of the Terms of Service, prevent harm to other Users or third parties, or investigate or prevent a violation of applicable laws or regulations.

3.7. In addition to personal data identifying the User, we use cookies and similar tracking technologies (collectively, "**Cookies**") to enhance your experience, eliminate problems in provision of Services, and administer the platform. The Cookies we use fall into the following categories:

- **Analytical Cookies.** These Cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Services. They help us to know which pages are the most and least popular and see how visitors move around the site. This processing is based on our legitimate interest in improving our Services, and the user experience. The data collected is aggregated and anonymized to the extent possible.
- **Technical Cookies.** These Cookies are essential for maintaining the security, stability, and performance of our Services. They help us detect and prevent malicious activity, monitor system performance, and identify technical errors that need to be resolved to improve your user experience.

You can find more information on the Cookies we use in the table below.

Purpose	Types of Data Collected	Expiration Period
Analysing User interaction with the Services, evaluating interface effectiveness, and optimizing functionality (Analytical Cookies)	ID of the User (anonymous ID or hashed email), User's actions and events (page views, clicks, registration, object creation), frequency and duration of sessions (logins, active time, idle time), device used (type, operating system, browser version, screen resolution, interface language), traffic source, geographic zone (city and/or country)	12 months.
Tracking errors and crashes, enhancing App performance (Technical Cookies).	Technical error data (error type, message, call stack), browser and OS version, URL of the page where the error occurred, anonymous session identifier.	3 months.

You provide your consent to the use of Cookies by selecting the appropriate option in the cookie banner displayed during your first visit to the Website.

You can subsequently manage your Cookie preferences through your browser settings, thereby restricting the use of all or certain types of Cookies. Please note that blocking all Cookies, including technical ones, is not recommended, as it may render certain Services inaccessible and impair their functionality.

4. Personal Data Disclosure and Transfers

4.1. We do not share your data with any third parties except for providers that ensure technical support and hosting of the App and Website, enable specific features incorporated in the Services or provide other support pertaining to Services.

Below you can find information about the third parties engaged in the processing of your personal data and data collected using Cookies.

Purpose	Third-Party Provider
Data storage and hosting of the App and Website.	Amazon Web Services, Inc. (USA), its subsidiaries and/or affiliates.
Providing Users with AI-agent features incorporated in the Services.	Open AI, LLC (USA), its subsidiaries and/or affiliates. Winroad Holdings Limited (Hong Kong), its subsidiaries and/or affiliates.
Analysing User interaction with the Services, evaluating interface effectiveness, and optimizing functionality.	Amplitude, Inc. (USA), its subsidiaries and/or affiliates.
Tracking errors and crashes, enhancing App performance.	Sentry, Inc. (USA), its subsidiaries and/or affiliates.
Processing of payments.	Stripe, Inc. (USA), its subsidiaries and/or affiliates.

4.2. While providing our Services, we may transfer your personal data to third-party service providers located in countries outside the UAE, including but not limited to the United States, Hong Kong, Ireland, Germany, and other European Union member states.

By using our Services, you explicitly consent to these international transfers of your personal data to the jurisdictions listed above. You acknowledge that these countries may have data protection laws that are different from those in the UAE.

To ensure an adequate level of protection for your personal data, we implement appropriate safeguards in accordance with applicable data protection laws. These safeguards include entering into legally binding data processing agreements with the recipients and conducting due diligence to ensure that third-party providers implement technical and organizational measures to protect your data in a manner consistent with this Policy and our legal obligations.

4.3. The User understands and acknowledges that the personal data they enter into their profile may be accessible to other Users, and that the Company cannot control how other Users will use such data. The Company shall not be held liable for any consequences resulting from the use of the User's personal data by other Users or by any third parties who have gained access to their profile based on the privacy settings the User has configured.

4.4. We may disclose your personal data to state bodies, regulatory authorities, law enforcement agencies, or other third parties where we are legally required or permitted to do so under the applicable laws of the UAE, or other regulations reasonably applicable to the Company. Such disclosures will be made solely for the purposes of complying with a valid legal obligation, court order, or regulatory request, cooperating with a judicial or official government investigation, or protecting and defending the rights, property, or safety of the Company, our Users, or the public as required or permitted by law.

4.5. Any disclosure made without your consent will be conducted in accordance with the following principles:

- **Lawful Basis.** We will ensure a valid legal basis exists for the disclosure before proceeding.
- **Data Minimization.** We will disclose only the specific categories of personal data that are strictly necessary to fulfil the purpose of the request.
- **Notice.** Where we are not legally prohibited from doing so, we will make reasonable efforts to notify you about the request for disclosure, unless such notification would be futile, ineffective, or could create a risk of harm or obstruction to the related investigation.

5. Personal Data Security

5.1. Your data is stored in a secure manner that complies with common information security standards applicable to web services and mobile applications. We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, disclosure, or destruction. These measures include encryption and access controls.

5.2. We enforce a strict principle of access limitation. Internal access to personal data is permitted only for authorized employees and contractors and is limited to the specific data necessary to perform their defined, legitimate functions. All such persons are bound by strict contractual and confidentiality obligations that outline their responsibilities for protecting data and the consequences of non-compliance. These agreements enforce a duty of confidentiality that survives the termination of their engagement with us.

5.3. We provide mandatory training on data protection principles and secure information handling practices. All personnel are required to comply with our internal data privacy policies and regulations, which expressly prohibit the unauthorized use, disclosure, or processing of personal data.

5.4. We retain your personal data only for as long as necessary to fulfil the purposes outlined in this Policy, unless a longer retention period is required or permitted by law. When no longer needed, data will be securely deleted or anonymized.

6. Data Subject Rights

All Users and data subjects whose data the Company processes have the following rights:

- **Right to Receive Information.** You can request information on the precise conditions of your data processing, including types of data processed, purposes of such processing, data retention periods, etc.
- **Right to Data Portability.** You can request a copy of your personal data in a structured, machine-readable format.
- **Right to Rectification.** You can update or correct any inaccurate or incomplete data.
- **Right to Erasure.** You can request the deletion of your personal data in case you withdraw your consent to the data processing (in case the processing is based on such consent), there are no legitimate reasons to continue the processing, or the personal data is otherwise processed in violation of the applicable legislations.
- **Right to Restriction of Processing.** You can request that we temporarily or permanently stop processing some of your data.
- **Right to Withdraw Consent.** Where processing is based on your consent, you may withdraw it at any time, without affecting the lawfulness of prior processing.

The data subject rights outlined in this Policy are specific to the requirements of the laws of the UAE. This list is not exhaustive and does not preclude or waive any other rights you may have under the data protection laws of your country or region of residence.

To exercise any of your data subject rights under this Policy or applicable law, please submit a verifiable request to us by contacting us at: support@ppl.do. We will acknowledge receipt of your request promptly and endeavour to respond to all legitimate requests within 30 days. If we require more time due to the complexity or number of requests, we will inform you of the extension and the reasons for the delay, as permitted by law.

For your protection, we are obligated to verify your identity before processing any request related to your personal data. We may request specific information from you to confirm that the request is legitimate and to prevent unauthorized access to your account and information.

7. Contacts

We welcome any questions, comments or queries you may have regarding this Policy. If you would like to make an inquiry, please do not hesitate to contact us at support@ppl.do.