

Privacy Policy

1. Introduction

gora is committed to protecting personal data and handling it responsibly. This Privacy Policy explains how we collect, use, store, share, and protect data in connection with the gora platform.

Where applicable, we operate in accordance with:

- The UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (UAE PDPL)
- The Saudi Personal Data Protection Law (Saudi PDPL, Royal Decree M/19)

2. What Data We Process

2.1 Data You Provide Directly

- Name and business email address
- Company name and job title
- Payment information (processed by our payment provider — we do not store full card details)
- Datasets you upload for enrichment

2.2 Data Generated Through Platform Use

- Search queries and filter selections
- Credits used and results retrieved
- Export history

2.3 Enrichment Data (Third-Party Sourced)

When enrichment is performed, we process data sourced from third-party providers, which may include:

- Job titles and seniority levels
- Company metadata (size, industry, revenue estimates)
- LinkedIn profile URLs
- Business email addresses from publicly available or licensed datasets

2.4 Technical Data

- IP address
- Browser type and device information
- Session logs and usage analytics
- Cookies (see our Cookie Policy)

3. Why We Process Data

- Delivering the platform and enrichment services: performance of contract
- Managing your account and billing: performance of contract
- Platform security and fraud prevention: legitimate interest

- Improving platform performance: legitimate interest
- Compliance with applicable laws: legal obligation
- Sending product updates: legitimate interest or consent where required

We do not sell your personal data or the contact data in your account to any third party.

4. Data We Process on Your Behalf

When you upload contact data or retrieve enriched contacts, you act as the data controller and gora acts as a data processor. We process that data solely to deliver the Services and do not use it for our own purposes beyond what is necessary.

5. Data Sharing

5.1 Service Providers

To deliver the Services, we share data with:

- Data enrichment providers (including but not limited to People Data Labs, Apollo.io, ZeroBounce)
- Cloud infrastructure providers for hosting and compute
- Analytics tools for platform performance monitoring

All providers are engaged under confidentiality obligations appropriate to their role.

5.2 Legal Authorities

We may disclose data where required by law or a competent regulatory authority.

5.3 No Sale of Data

We do not sell, rent, or trade personal data or contact data in your account.

6. Cross-Border Data Transfers

gora uses third-party providers that may process data outside the UAE and KSA, including in the United States and European Union. We take reasonable steps to ensure transfers are made to providers maintaining appropriate data protection standards.

7. Data Retention

- Account data: duration of account plus 12 months after closure
- Uploaded contact datasets: up to 90 days from upload
- Enriched data in your account: up to 180 days from enrichment date
- Usage logs and session data: up to 12 months
- Payment records: as required by applicable financial law
- Exported data: not retained by gora once exported

You may request deletion of your data at any time by contacting privacy@gora.ai. We will action deletion requests within 30 days.

8. Your Rights

Depending on applicable law, you may have the right to: access, correct, delete, or restrict processing of your personal data. Contact privacy@gora.ai to exercise these rights. We will respond within 30 days.

9. Data Security

We implement appropriate technical and organisational measures including:

- Encryption of data in transit (TLS)
- Access controls limiting who within gora can access user data
- Secure cloud infrastructure with access logging

In the event of a personal data breach, we will notify you without undue delay and report to applicable authorities as required by law.

10. Your Responsibilities

You are responsible for:

- Ensuring you have a lawful basis for the data you upload
- Not uploading sensitive personal data categories
- Complying with applicable data protection laws

11. Children's Data

gora is intended for business use only. We do not knowingly collect or process personal data of individuals under 18.

12. Beta Period Notice

During the beta period, certain features and processing activities may change. We will update this Privacy Policy to reflect material changes.

13. Updates

We may update this Privacy Policy periodically. Material changes will be communicated to registered users via email or in-platform notification.

14. Contact

For privacy enquiries: team@gora.ae