



## Privacy Policy

**Document: PP01** Issue Date: **Feb 26** Revision No: **V2** Approval: **MGT**

### Introduction

Welcome to **Success Business Advisors**.

Success Business Advisors respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, process, and protect personal information when you interact with our website, communicate with us, or use our services.

In all our conservation efforts, the trust and support of individuals like you is vital. We take your privacy very seriously and are committed to collecting, using, and protecting your personal data in a transparent and secure manner, in accordance with the **UAE Federal Law No. 45 of 2021 on the Protection of Personal Data (PDPL)** and, where relevant, international standards (such as the **GDPR** for cross-border activities).

Please read this Privacy Policy carefully, alongside any other documents or terms we may refer to.

### 1. Who We Are

Success Business Advisors is a leading accounting and financial consulting firm. We offer a range of services including VAT, corporate tax, bookkeeping, and CFO-level advisory services tailored to the local regulatory landscape. Their team of experienced professionals provides personalized support to help businesses streamline their financial operations, ensure compliance, and optimize costs and profitability. They are known for their proactive guidance and have received positive reviews for their professional approach and responsiveness in tax compliance and financial planning.

In this Privacy Policy, references to **“we”, “us”, or “our”** refer to **Success Business Advisors**. References to **“you” or “your”** refer to any individual who interacts with our website or services.

### 2. Why We Collect Your Data

- **Service Delivery** – To provide accounting, VAT, corporate tax, bookkeeping, and CFO advisory services to clients.
- **Client Communication** – To respond to inquiries, provide information about our services, and maintain communication with clients.



- **Regulatory Compliance** – To meet legal, tax, and regulatory obligations under applicable UAE laws.
- **Relationship Management** – To manage and maintain professional relationships with existing and potential clients.
- **Service Improvement** – To improve the quality of our services, internal processes, and website functionality.

### 3. When We Collect, What We Collect, How We Collect It, and What We Use It For

#### 3.1 When We Collect

- **Website Visits** – When you browse or interact with our website.
- **Service Requests** – When you contact us to inquire about VAT, corporate tax, bookkeeping, or advisory services.
- **Client Engagement** – When you formally engage our firm to provide accounting or financial consulting services.
- **Direct Communication** – When you communicate with us through email, phone calls, or meetings.
- **Recruitment** – When you submit information while applying for employment opportunities with us.

#### 3.2 What We Collect

- **Personal Details** – Information such as your name, email address, phone number, and job title.
- **Company Information** – Business details including company name and related corporate information.
- **Financial Information** – Accounting or tax-related data necessary to provide professional services.
- **Technical Data** – Website usage information such as IP address, browser type, and device details.

#### 3.3 How We Collect Your Data

- **Direct Submission** – Information you provide through contact forms, emails, or service agreements.
- **Website Interaction** – Data collected when you interact with our website.
- **Cookies** – Information gathered through cookies and similar tracking technologies.



- **Third Parties** – Information received from authorized third parties when required for service delivery.

### 3.4 What We Use Your Data For

- **Service Provision** – To deliver accounting, tax, bookkeeping, and advisory services.
- **Client Support** – To communicate with clients and respond to requests or inquiries.
- **Compliance** – To comply with legal, regulatory, and tax obligations.
- **Service Improvement** – To improve our services, operations, and website performance.

### 4. Our Legal Basis for Processing

- **Consent** – We process personal data when you provide clear permission for us to collect and use your information.
- **Contractual Obligation** – Processing is necessary to deliver accounting, tax, and advisory services requested by you or your organization.
- **Legal Compliance** – Personal data may be processed to comply with applicable legal, regulatory, and tax requirements.
- **Legitimate Interests** – Data may be processed for legitimate business purposes such as improving services, managing client relationships, and maintaining business operations.

You may withdraw consent at any time.

### 5. What We Communicate with You About

- **Service Updates** – Information related to accounting, VAT, corporate tax, bookkeeping, and advisory services you have requested.
- **Client Communication** – Responses to inquiries, service discussions, and ongoing client relationship management.
- **Regulatory Updates** – Important updates regarding tax regulations, financial compliance, or regulatory requirements relevant to your business.
- **Business Information** – Notifications about our professional services, insights, or events that may be relevant to your business needs.
- **Administrative Notices** – Essential communications regarding service agreements, documentation, or operational updates.

You may opt out of marketing communications.



## 6. Marketing Preferences

You can control how we communicate with you:

- Unsubscribe from emails or texts
- Request not to receive phone calls
- Update communication preferences anytime

## 7. Cookies

Cookies are small files stored on your device to help our website function and understand how visitors use it.

They help us:

- Operate the website
- Analyse usage
- Personalize content or advertisements

You can disable cookies through your browser settings.

## 8. Who We Share Your Personal Data With

- **Regulatory Authorities** – Government or regulatory bodies when disclosure of information is required to comply with applicable laws or regulations.
- **Business Partners** – Trusted business partners involved in supporting the delivery of professional services upon your confirmation.
- **Legal Requirements** – Third parties where disclosure is required to comply with legal obligations, court orders, or official requests from authorities.

We do not sell personal data to third parties.

## 9. How We Keep Your Personal Data Safe

We use appropriate technical and organizational security measures to protect personal data from unauthorized access, loss, misuse, or disclosure.

Access to personal data is restricted to authorized personnel who require the information to perform their duties.



## 10. Keeping Your Data Up to Date

You can update your information by contacting us:

- Email us at: [info@sbadvisors.ae](mailto:info@sbadvisors.ae)
- Call us on: +971 50 9869216

## 11. How Long We Keep Your Data

- **Service Records** – Personal data related to services is retained for the duration necessary to provide professional accounting and advisory services.
- **Regulatory Retention** – Certain records may be kept longer to comply with legal, tax, and regulatory requirements.
- **Business Purposes** – Information may be retained for legitimate business purposes such as maintaining client records and improving services.
- **Secure Deletion** – When personal data is no longer required, it will be securely deleted or anonymized in accordance with our data management practices.

## 12. Your Rights

Under PDPL and other relevant data protection laws, you have various rights regarding your personal data:

- **Right of Access** – Obtain a copy of your personal data (“subject access request”).
- **Right to Rectification** – Correct any inaccurate or incomplete personal data.
- **Right to Erasure (“Right to be Forgotten”)** – Request deletion where legitimate grounds apply.
- **Right to Object or Stop Processing** – If your data is processed under legitimate interests or for direct marketing, you may oppose that processing.
- **Right to Restrict Processing** – Ask to limit the use of your data in certain circumstances.
- **Right to Data Portability** – In specific cases, request to transfer your data to another provider.
- **Right to Withdraw Consent** – If processing is based on consent, you can withdraw it at any time without affecting the legality of previous processing.

## 13. Changes to This Policy

Last Updated: FEB 2026

We may update this policy periodically. Any significant changes will be announced on the website.



#### **14. Data Security**

Our processing follows the **UAE Federal Personal Data Protection Law (PDPL)**. For international activities, we may also refer to **GDPR standards**.

#### **15. Contact Us**

For any questions or concerns relating to this Privacy Policy or our data protection practices, or to make a subject access or any other request regarding the information we hold, please contact us at: -

**Success Business Advisors FZ LLC**

**207 A, Business Centre 4,  
Island St - Al Nakheel  
Ras Al Khaimah, U.A.E**

- Email us at: [info@sbadvisors.ae](mailto:info@sbadvisors.ae)
- Call us on: **+971 50 9869216**