

# General Terms of Use for Personal Data

This privacy policy aims to ensure complete transparency in the processing of personal data by Alsa Albaida, in full compliance with applicable regulations. Alsa Albaida is committed to enhancing customer relationships, processing requests, conducting surveys and statistical analyses, and optimizing websites, while adhering to legal bases such as user agreements, Alsa Albaida's legitimate interests, and user consent where required.

Information may be shared with affiliated companies, third-party service providers, and business partners for purposes such as research, analysis, product development, marketing campaigns, satisfaction surveys, commercial incentives, and anonymized statistics, including international transfers. Data is retained according to predetermined criteria, archived, or anonymized after use.

The use of cookies is discussed to facilitate navigation, generate traffic statistics, and provide personalized advertisements, with users having the option to manage these cookies.

Personalized ads based on browsing activities can be disabled.

User rights, including the right to access, rectify, delete, restrict processing, data portability, oppose direct marketing, and posthumous instructions, are recognized. Users may withdraw consent at any time.

Data security is a top priority, with measures in place to prevent unauthorized access, disclosure, alteration, or destruction.

This privacy policy may be updated periodically, and Alsa Albaida may request additional consent if necessary.

Alsa Albaida commits to processing only necessary data, refrains from collecting sensitive data without explicit consent, and ensures compliance with this policy in coordination with data protection authorities.

By accepting this policy, users acknowledge having read and understood Alsa Albaida's data processing practices.

In accordance with current personal data protection regulations, you have the right to rectify, delete, or restrict the processing of your personal data and to object to its processing for direct marketing purposes. You may withdraw your consent at any time when processing is based on consent.

These rights apply within the limits defined by the current personal data protection regulations. This processing has been notified and authorized by the CNDP under receipt/authorization No. A-1133/2023 dated 03/23/2024.

You can exercise these rights by submitting a request to :  
203 BD BIR ANZARANE, Maarif-Casablanca, Morocco

You can also file a complaint with the national data protection authority by sending your request to :

Commission Nationale de Contrôle de la Protection des Données à Caractère Personnel  
Immeuble Les Patios, 3rd Floor, Hay Riad - Rabat, Morocco  
[www.cndp.ma](http://www.cndp.ma)