

# PRIVACY NOTICE GUIDELINES

**Personal Data  
Protection Center**

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## Introduction

A privacy notice is a key transparency tool that enables data subjects to obtain information on the processing activity, including why and how their personal data is collected and processed. All data users must provide data subjects with a proper privacy notice when collecting and processing personal data (Article 2 of the PDPL), and may consider preparing different privacy notices for various categories of data subjects—such as customers, vendors, and job applicants—to ensure that the information provided is relevant and appropriate for the intended audience.

A privacy notice does not constitute a consent request. The privacy notice serves as a transparency tool, informing data subjects about the processing of their personal data regardless of the lawful basis relied upon. The consent request, by contrast, is the mechanism through which data users seek and obtain the data subject's acceptance to the processing of their personal data. *For more information about consent as a lawful basis, please refer to the Data Subject's Consent Guideline.*

It is also important to distinguish a privacy notice from a privacy policy. A privacy notice is directed to data subjects and explains how their data will be handled, whereas a privacy policy is an internal governance document addressed to employees and relevant stakeholders, setting out the data protection practices of the entity.

This guideline sets out:

1. Privacy notice content;
2. Structural requirements of a privacy notice;
3. Methods of providing the privacy notice; and
4. Timing to provide the privacy notice.

## 1. Privacy Notice Content

The privacy notice must include at minimum the following:

- The identity and contact details of the data user;
- The contact details of the data protection officer (DPO);
- The categories of personal data collected;
- The lawful basis of processing;
- The purpose(s) of processing;
- The recipients or categories of recipients of the personal data, if applicable;
- Legal basis for cross border transfers, and the countries to which the data is transferred, if applicable;
- The retention period of processing, or criteria of determining such retention period, or a cross-reference to the retention policy;
- Data subjects' rights and how to exercise them;
- Where the data is collected indirectly, the source from which the personal data was collected, or, if not possible, a general description of the categories of sources, where multiple sources are used (e.g., social media platforms); and
- The right to lodge complaints with the Personal Data Protection Center.

## 2. Structural Requirements of the Privacy Notice

A privacy notice must be:

- **In Arabic:** The information must be provided in Arabic as the primary language. Data users remain free to add other languages depending on the intended audience.
- **Intelligible:** The information must be communicated in simple language that enables data subjects to clearly understand the privacy notice. Moreover, the language should be tailored to the characteristics of the intended audience, particularly when addressing children.
- **Transparent:** The information must be honest, not misleading or incomplete.
- **Concise:** The information must be precise and straightforward, using short sentences and organised paragraphs.
- **Visible and prominent:** The information must be visually apparent to the data subject, either online or in print.
- **Easily accessible:** The information must be provided to data subjects, in a way that does

not require them to search for the information. Data users should consider the context in which the personal data is collected to ensure the accessibility of the information to the data subject.

- **Accurate and up to date:** The information must be regularly reviewed to ensure its accuracy.

### **3. Methods of Providing the Privacy Notice**

The methods of providing the privacy notice may differ depending on the channel through which personal data is collected:

- **Online collection:** The privacy notice must be provided on the website or through a direct link included in communications sent to the data subject (e.g., a link in a registration confirmation email).
- **Telephone collection:** The salient elements of the privacy notice must be communicated audibly, together with clear guidance on how the data subject may access the full notice (e.g., when a customer service agent collects personal data to follow up on a complaint, the agent must explain the purpose of collection, inform the data subject of their rights, and guide them on how to find the full notice online).
- **In-person collection:** The privacy notice must be made available in a clearly visible and accessible manner, whether through printed materials displayed in prominent locations (e.g., on the sales counter), or through digital access (e.g., a clearly labelled QR code titled “Privacy Notice” placed on registration forms or other documents).

In addition, data users may adopt user-friendly design methods, provided that structural compliance is maintained and that easy access to the full notice is always ensured. Such methods include:

- **Layered privacy notice:** Instead of presenting a long and tedious text, key information may be provided upfront (e.g., data user identity, processing purposes, and data subject rights) in a concise and appropriate manner. Additional details may then be made available through expandable sections or links, allowing data subjects to access further information as needed (e.g., collapsible headings that can be expanded by clicking the “+” symbol to reveal additional information).
- **Just-in-time notices:** Providing information relevant to the specific interaction, rather than presenting all information at once.
- **Use of video or animation:** Deploying visual formats to simplify information, particularly when addressing children.

In all cases, irrespective of the method used, data users must ensure compliance with all applicable structural requirements of the privacy notice and must clearly inform data subjects how to access the full privacy notice.

#### **4. Timing to Provide the Privacy Notice**

The required timeframes for providing a privacy notice vary with each case.

- If the personal data is collected directly from the data subject, the privacy notice must be provided at the moment of collection (e.g., creating an online account).
- If the personal data is collected from other sources, the privacy notice must be provided as promptly as possible, within a maximum of thirty (30) days from the date of collection. However, while still adhering to the 30-day limit, where the personal data is processed for communication or disclosure purposes, the notice must be provided at the time of the first communication (e.g., in the first marketing communication), or prior to the first disclosure.

