

## **Privacy and Cookie Policy for QuickSMS.com**

### **Welcome to QuickSMS.com**

This Privacy and Cookie Policy outlines how we collect, use, and protect your personal information when you visit our website or use our services. It also details the choices you have regarding your data and our use of cookies.

QuickSMS.com refers to QUICK SMS Limited, a company registered in Jersey under Company number 133441, with its registered office located at 54 Bath Street, St Helier, JE1 1FW.

### **Data Protection Framework**

QuickSMS.com is registered as a Data Controller with the Jersey Data Protection Commissioner and the UK Information Commissioner's Office (ICO). Our Privacy and Cookie Policy complies with the General Data Protection Regulation (GDPR), relevant data protection laws in the USA and UAE, and other applicable regional data protection regulations. We conduct Privacy Impact Assessments (Data Protection Impact Assessments) to ensure our practices meet legal requirements.

### **Relevant Data Protection Laws**

QuickSMS.com operates in compliance with the following data protection laws in the jurisdictions in which we conduct business:

#### **1. United Kingdom**

- General Data Protection Regulation (GDPR): Adopted as the UK GDPR post-Brexit, ensuring data privacy and protection standards.
- Data Protection Act 2018: Supplements the UK GDPR, setting out the legal framework for data protection.
- Privacy and Electronic Communications Regulations (PECR): Governs electronic communications for marketing and data privacy, including the use of cookies.

#### **2. European Union**

- General Data Protection Regulation (GDPR): The main data protection regulation that governs data privacy in all EU member states.
- ePrivacy Directive: Complements the GDPR and specifically addresses the use of cookies and direct marketing communications.

#### **3. United States**

- California Consumer Privacy Act (CCPA): Provides California residents with rights concerning their personal data.
- Federal Trade Commission (FTC) Act: Enforces against unfair or deceptive practices, including data privacy violations.
- State-specific privacy laws that may include guidance on the use of cookies and data tracking.

#### **4. United Arab Emirates**

- Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL): Provides a framework for personal data protection.

- DIFC Data Protection Law No. 5 of 2020 and ADGM Data Protection Regulations 2021: Specific to Dubai International Financial Centre and Abu Dhabi Global Market, aligning with international data protection standards.

#### **GDPR and Data Protection Overview (Applicable to UK and EU):**

- Lawfulness, Fairness, and Transparency
- Purpose Limitation
- Data Minimization
- Accuracy
- Storage Limitation
- Integrity and Confidentiality
- Accountability

#### **Key Rights under GDPR:**

- Right to access
- Right to rectification
- Right to erasure (right to be forgotten)
- Right to restrict processing
- Right to data portability
- Right to object
- Rights related to automated decision-making and profiling

#### **1. Personal Data Collection and Use**

When you interact with our website, you may provide personal information to access our services or request information. Your provision of personal data is voluntary, and by sharing it, you agree to its use for the purposes you've specified. We will not use your data for any other purposes without your explicit consent.

QuickSMS.com serves as a "data processor" when handling your data for uploading, storing, and processing. As a "data controller," you must ensure compliance with GDPR, USA, UAE, and other applicable laws for any data you manage using our services.

#### **2. Data Segmentation by Jurisdiction**

QuickSMS.com maintains region-specific data storage practices to comply with local laws and provide enhanced data security:

- USA Clients: Data stored on servers within the USA. No data transfer outside of the USA.
- UAE Clients: Data stored on servers within the UAE. No data transfer outside of the UAE.
- UK and European Clients: Data stored at UK Rackspace data centres in London.

#### **3. Cookie Policy**

Our use of cookies varies by jurisdiction to comply with regional laws:

- UK and Europe: In line with the GDPR and ePrivacy Directive, we use cookies to improve your user experience and analyse site traffic. Cookies may include session cookies, persistent cookies, and tracking cookies. Users in these regions will be provided with a cookie consent banner allowing them to accept or decline cookies.
- USA: QuickSMS.com may use cookies for essential website operations, user experience improvements, and limited tracking in compliance with the CCPA and applicable state laws.

Users will be informed of cookie usage and provided with an option to manage their cookie preferences.

- UAE: We use cookies in accordance with the Federal Decree-Law No. 45 of 2021 and other relevant local laws. Cookie usage will be disclosed to users, and consent will be obtained where applicable, particularly in jurisdictions such as DIFC and ADGM.

#### **Types of Cookies Used:**

- Essential Cookies: Necessary for the basic functionality of the site.
- Performance Cookies: Help us understand how users interact with the site.
- Functionality Cookies: Enhance site functionality and personalization.
- Targeting/Advertising Cookies: May be used to display relevant advertisements.

#### **Managing Your Cookie Preferences:**

You have the option to accept, decline, or manage cookies through browser settings or cookie consent banners. Instructions for managing cookies can vary depending on your browser and device.

#### **4. Sensitive Data**

We do not intentionally collect or process any sensitive personal data as defined by GDPR or relevant data protection laws in the USA and UAE.

#### **5. Data Retention**

We retain your data as long as your account is active or as needed to provide our services. If you wish to delete your account or request the discontinuation of data use, please contact us at [support@quicksms.com](mailto:support@quicksms.com).

#### **6. Data About Children**

Our services are not intended for individuals under 16. If you discover that a child under 16 has provided us with personal information without consent, please contact our Data Protection Officer so we can take appropriate action.

#### **7. Your Data Rights**

You have several rights regarding your personal data, as outlined in the GDPR and applicable laws in the USA and UAE.

As a user of QuickSMS.com, you have several rights regarding your personal data. These rights are aligned with the data protection laws applicable in the UK, Europe, USA, and UAE. Below, we outline these rights per country/region:

##### **United Kingdom and European Union**

Under the General Data Protection Regulation (GDPR) and UK GDPR, you have the following rights:

- Right to Access: You have the right to request confirmation as to whether or not personal data concerning you is being processed and to access this data.
- Right to Rectification: If the data we hold about you is inaccurate or incomplete, you have the right to request corrections or additions.
- Right to Erasure (Right to be Forgotten): You can request the deletion of your personal data under certain circumstances, such as when the data is no longer necessary for the purpose for which it was collected or when you withdraw consent.

- **Right to Restrict Processing:** You have the right to request a temporary halt to data processing in certain situations, such as when you contest the accuracy of your data or object to its processing.
- **Right to Data Portability:** You can request that your personal data be transferred to another data controller in a structured, commonly used, and machine-readable format.
- **Right to Object:** You have the right to object to the processing of your data for purposes such as direct marketing, scientific or historical research, or statistical purposes.
- **Rights Related to Automated Decision-Making and Profiling:** You have the right to not be subject to a decision based solely on automated processing, including profiling, unless certain conditions are met.

### **How to Exercise Your Rights in the UK/EU:**

You can exercise these rights by contacting our Data Protection Officer at support@quicksms.com. If you feel your request has not been properly addressed, you can file a complaint with the UK Information Commissioner's Office (ICO) or your local EU data protection authority.

### **United States**

Data rights in the USA can vary by state, with the California Consumer Privacy Act (CCPA) providing the most comprehensive data rights. Other states may have specific laws that offer similar rights.

- **Right to Know:** You have the right to request disclosure of the categories and specific pieces of personal data collected about you, the sources of data collection, the purposes for collecting or selling the data, and third parties with whom the data is shared.
- **Right to Delete:** You can request the deletion of your personal data held by a business, subject to certain exceptions such as fulfilling a contract or complying with legal obligations.
- **Right to Opt-Out:** You have the right to opt-out of the sale of your personal data.
- **Right to Non-Discrimination:** Businesses cannot discriminate against you for exercising your data rights, such as by denying services or charging different prices.

### **How to Exercise Your Rights in the USA:**

To exercise your data rights, contact our Data Protection Officer at support@quicksms.com. For California residents, a toll-free number may be provided for these requests. If your rights are not adequately addressed, you can file a complaint with your state's attorney general.

### **United Arab Emirates**

Data protection in the UAE is governed by laws such as Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL), DIFC Data Protection Law No. 5 of 2020, and ADGM Data Protection Regulations 2021.

- **Right to Access:** You have the right to access your personal data and obtain information regarding the processing.
- **Right to Rectification:** You can request corrections to any inaccurate or incomplete data.
- **Right to Erasure:** You may request the deletion of your personal data under certain conditions, such as when it is no longer necessary for its original purpose or you withdraw your consent.
- **Right to Restriction:** You can request that data processing be restricted under certain circumstances.

- Right to Object: You may object to data processing based on specific grounds related to your situation.
- Right to Withdraw Consent: You have the right to withdraw consent at any time when data processing is based on your consent.

### **How to Exercise Your Rights in the UAE:**

To exercise these rights, please reach out to our Data Protection Officer at [support@quicksms.com](mailto:support@quicksms.com). If your rights are not respected, you may escalate the issue to the UAE data protection authority or the relevant DIFC/ADGM regulatory body.

### **General Process for Exercising Your Rights**

- Submit a Request: Contact us via email at [support@quicksms.com](mailto:support@quicksms.com) with a clear description of your request and any necessary information to verify your identity.
- Verification: We may require additional information to verify your identity and process your request.
- Response Timeframe: We will respond to your request within one month of receiving it, extendable by two additional months if necessary, depending on the complexity and number of requests.
- Fee: We will generally not charge a fee to exercise any of your rights unless the request is manifestly unfounded or excessive.

### **Additional Information**

If you believe that QuickSMS.com has not complied with data protection laws or your rights have been infringed, you have the right to lodge a complaint with:

- UK: The Information Commissioner's Office (ICO)
- EU: Your local data protection authority
- USA: Your state's attorney general or relevant regulatory body
- UAE: The UAE data protection authority or relevant DIFC/ADGM body

This comprehensive guide on your data rights ensures that you are informed and empowered to take control of your personal data in accordance with applicable laws.

## **8. Data Storage**

Data storage locations are jurisdiction-specific:

- UK/Europe: London Rackspace Data Centre.
- USA: Local servers with no cross-border transfers.
- UAE: Local servers with no cross-border transfers.

## **9. External Links**

Our website may contain links to third-party sites. We do not control these sites and are not responsible for their content.

## **10. Policy Updates**

We may revise this Privacy and Cookie Policy occasionally. Updates will be posted on this page. Continued use of our website or services signifies acceptance.

## **11. Contact Us**

The Data Protection Officer

Quick SMS Limited

54 Bath Street

St Helier, JE1 1FW

support@quicksms.com

Company Number: 133441

Jersey Data Protection Act Registration Number: 100618

This Privacy and Cookie Policy ensures compliance with relevant data protection laws in the UK, Europe, USA, and UAE, emphasizing data security, user consent, and transparency.