

## **GDPR Compliance**

**Effective Date:** 1 May 2026

**Company:** Content Primary FZ-LLC

**Website:** Newsmatic.ai

**Contact Email:** marcetam@newsmatic.ai

### **1. Introduction**

Although **Content Primary FZ-LLC** is registered in the United Arab Emirates, Newsmatic.ai may provide services to customers and users located in the European Economic Area, United Kingdom, or other jurisdictions with data protection requirements.

This GDPR Compliance statement explains how we approach personal data protection under the General Data Protection Regulation (“GDPR”) where it applies.

### **2. Our Role Under GDPR**

Depending on the context, Content Primary FZ-LLC may act as either a **Data Controller** or a **Data Processor**.

We may act as a **Data Controller** when we determine how and why personal data is processed, such as for website visitors, demo requests, billing, marketing, support, and customer relationship management.

We may act as a **Data Processor** when we process personal data on behalf of our customers within the Newsmatic platform, including user accounts, editorial workflow data, uploaded content, comments, assignments, and newsroom collaboration data.

Where we act as a processor, the customer is generally the data controller and is responsible for ensuring that personal data is processed lawfully.

### **3. GDPR Principles**

Where GDPR applies, we aim to process personal data in accordance with the principles of lawfulness, fairness, transparency, purpose limitation, data minimization, accuracy, storage limitation, integrity, confidentiality, and accountability.

### **4. Legal Bases for Processing**

We process personal data under one or more of the following legal bases: performance of a contract, legitimate interests, consent, compliance with legal obligations, and protection of legal rights and security.

For marketing communications, we rely on consent or legitimate interests where permitted by applicable law.

## **5. Data Subject Rights**

Individuals located in the EEA, UK, or other applicable jurisdictions may have the right to request access to personal data, request correction of inaccurate data, request deletion, request restriction of processing, object to processing, request data portability, withdraw consent, and lodge a complaint with a supervisory authority.

Requests can be sent to: **marcetam@newsmatic.ai**

We may need to verify identity before responding to a request.

## **6. Data Processing on Behalf of Customers**

When Newsmatic processes data on behalf of a customer, we process such data only according to the customer's instructions and for the purpose of providing the service.

Customers are responsible for informing their users about data processing, obtaining necessary consents where required, ensuring a lawful basis for processing, managing user permissions, and responding to data subject requests where they act as controller.

## **7. Data Processing Agreement**

Where required, we may enter into a Data Processing Agreement with customers. This agreement may define processing instructions, confidentiality obligations, sub-processors, security measures, data transfer safeguards, and data deletion or return procedures.

## **8. International Data Transfers**

Personal data may be processed outside the EEA or UK, including in the United Arab Emirates or other countries where our service providers operate.

Where required, we apply appropriate safeguards for international transfers, such as contractual protections, data processing agreements, or other legally recognized mechanisms.

## **9. Sub-Processors**

We may use trusted third-party providers to support hosting, infrastructure, analytics, communications, customer support, security, and other operational services.

Where required, we ensure that sub-processors are subject to appropriate contractual obligations regarding confidentiality, security, and data protection.

## **10. Security Measures**

We apply reasonable technical and organizational measures designed to protect personal data, including access controls, user permissions, secure infrastructure, monitoring, and internal procedures.

Security measures may evolve over time as the platform develops.

## **11. Data Retention and Deletion**

Personal data is retained only for as long as necessary to provide services, comply with legal obligations, resolve disputes, enforce agreements, and maintain business records.

Customers may request deletion or export of their data in accordance with the applicable service agreement and legal requirements.

## **12. Breach Notification**

Where required by applicable law, we will notify affected customers or relevant authorities of a personal data breach within the required timeframe after becoming aware of it.

## **13. Contact**

For GDPR or data protection inquiries, please contact:

### **Content Primary FZ-LLC**

RAKEZ Business Zone, Al Nakheel Area

P.O. Box No. 10055

Ras Al Khaimah, United Arab Emirates

Email: [\*\*marcetam@newsmatic.ai\*\*](mailto:marcetam@newsmatic.ai)