

Cookie Policy

Last updated: 10th April, 2026

This Cookie Policy explains how **SERVICE GURU LIMITED LLC** (“we”, “us”, or “our”), a limited liability company registered in the Masdar City Free Zone, Abu Dhabi, United Arab Emirates, under commercial licence number MC 13546, with registered office at Smart Station, First Floor, Incubator Building, Masdar City, Abu Dhabi, United Arab Emirates, uses cookies and similar technologies on the website at <https://servanaservice.com> (the “Site”).

This Cookie Policy should be read together with our Privacy Policy, which explains how we process personal data and your rights in more detail. In the event of any inconsistency between this Cookie Policy and the Privacy Policy, the Privacy Policy shall prevail with respect to the processing of personal data.

1. Who we are

- 1.1. SERVICE GURU LIMITED LLC is a limited liability company registered in the Masdar City Free Zone, Abu Dhabi, United Arab Emirates, under commercial licence number MC 13546. We act as the data controller in respect of any personal data processed through cookies and similar technologies deployed on the Site.
- 1.2. As data controller, we determine the purposes and means of processing personal data collected via cookies, including decisions relating to cookie deployment, consent management, retention, and disclosure.

2. What are cookies?

- 2.1. Cookies are small text files that are stored on your device (such as a computer, smartphone, or tablet) when you access a website. Cookies enable systems to recognise your device, maintain session continuity, remember user preferences, and collect technical or usage information relating to interactions with the Site.
- 2.2. In addition to browser cookies, we may use similar technologies, including pixels, tags, and local storage technologies. For the purposes of this Cookie Policy, all such technologies are collectively referred to as “cookies”, unless otherwise stated.

3. Why we use cookies

- 3.1. We use cookies solely for specific, explicit, and legitimate purposes, in accordance with the principles of lawfulness, purpose limitation, and data minimisation under applicable data protection laws. Cookies may be used to:

- (a) ensure core functionality of the Site, including page navigation, system stability, and access to secure areas;
- (b) maintain security and prevent fraud, including detecting abusive activity, protecting user accounts, and enforcing platform integrity;
- (c) enable account access and session management, including authentication and continuity of user sessions;
- (d) remember user preferences and consent choices, including language settings and cookie consent status; and
- (e) analyse usage and performance in order to understand how the Site is used, diagnose technical issues, and improve features and services.

3.2. Cookies are not used to collect excessive, irrelevant, or unnecessary personal data. Deployment of cookies is proportionate, technically justified, and limited to what is required to achieve the stated purposes.

3.3. We do not use cookies to carry out undisclosed profiling, covert tracking, or processing incompatible with the purposes described in this Cookie Policy or our Privacy Policy.

4. Legal basis for cookies

4.1. We process cookies and similar technologies in accordance with applicable data protection laws, including the UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (as amended) (the "UAE PDPL"). The legal basis for such processing depends on the category of cookie involved.

4.2. **Strictly necessary (essential) cookies** are processed on the basis of legitimate interests and/or contractual necessity, where such cookies are required to:

- (a) operate the Site;
- (b) provide services expressly requested by the user; or
- (c) ensure security, integrity, and proper functioning of the platform.

4.3. These cookies cannot be disabled through the cookie consent mechanism, as the services cannot be delivered without them.

4.4. **Non-essential cookies**, including functional, analytics, and performance cookies, are processed solely on the basis of the user's consent, where required by applicable law. Such cookies are not deployed unless and until valid consent has been obtained through the Site.

4.5. Consent is freely given, specific, informed, and unambiguous, and may be withdrawn at any time without affecting the lawfulness of processing carried out prior to withdrawal. Upon withdrawal, we will cease using the relevant non-essential cookies.

5. **Cookie consent and management**

5.1. When you first access the Site, we present a cookie consent banner requesting your preferences in respect of non-essential cookies.

5.2. Through the consent mechanism, you may:

(a) **accept** all non-essential cookies;

(b) **reject** non-essential cookies; or

(c) **manage cookie preferences** on a granular basis, where applicable.

5.3. Your consent decision is recorded, timestamped, and stored in a functional cookie or equivalent mechanism for accountability and compliance purposes.

5.4. Where required by applicable law, non-essential cookies are deployed only after valid consent has been obtained. If you subsequently withdraw or modify your consent, we will promptly cease using the relevant non-essential cookies and apply your updated preferences.

5.5. In addition to the cookie banner, you may control or delete cookies at any time through your browser or device settings. Please note that disabling or blocking certain cookies, particularly essential cookies, may impair the functionality, performance, or availability of the Site.

5.6. We do not condition access to core services on consent to non-essential cookies, except where such cookies are strictly required to deliver a specific feature requested by the user.

6. **Categories of cookies used**

6.1. For transparency and compliance purposes, we categorise all cookies deployed on the Site into the following groups: (i) strictly necessary (essential), (ii) functional, (iii) analytics and performance, and (iv) third-party service cookies. Each category is described below.

6.2. **Strictly necessary cookies.** Strictly necessary cookies are essential for the operation, security, and accessibility of the Site. These cookies are deployed automatically upon access to the Site as they are technically required to deliver secure platform functionality. These cookies cannot be disabled through the cookie consent mechanism, as the Site would not function properly without them.

6.3. **Functional cookies.** Functional cookies enable enhanced functionality and user interaction features. These cookies are not strictly required for core platform operation and, where required by law, are deployed only after valid user consent.

6.4. **Analytics and performance cookies.** Analytics and performance cookies collect information about how users interact with the Site in order to improve platform performance, feature development, user experience, and product decisions. Where required by applicable law, these cookies are deployed only after valid user consent has been obtained.

7. **Third-party cookies**

7.1. Certain cookies and similar technologies used on the Site are provided by third-party service providers that support our infrastructure, analytics, and operational functions.

7.2. Depending on the service model and applicable data protection laws, such providers may act either as:

- (a) **data processors**, processing personal data strictly on our documented instructions; or
- (b) **independent data controllers**, where they determine their own purposes and means of processing in relation to their services.

7.3. Where a provider acts as a data processor, we enter into contractual arrangements requiring the provider to:

- (a) process data only for agreed purposes;
- (b) implement appropriate technical and organisational safeguards;
- (c) maintain confidentiality; and
- (d) comply with applicable data protection laws.

7.4. Where a provider acts as an independent controller, its processing of personal data is governed by its own privacy and cookie policies, and users are encouraged to review those policies directly.

7.5. Additional infrastructure providers (such as hosting providers, content delivery networks, fraud prevention tools, or security services) may deploy technical cookies strictly necessary for infrastructure and security purposes.

7.6. Non-essential third-party cookies are deployed only after valid user consent has been obtained, where required by law.

8. **Cookie retention**

- 8.1. Cookies are retained only for the period strictly necessary to achieve the purposes for which they are deployed, in accordance with the principles of storage limitation and data minimisation under applicable data protection laws.
- 8.2. Retention periods vary depending on the type of cookie, its function, and the configuration of the relevant service provider. Cookies may be either:
 - (a) **session-based cookies**, which expire automatically when the browser session ends;
or
 - (b) **persistent cookies**, which remain stored on the user's device until their predefined expiration date or until manually deleted.
- 8.3. Where cookies are provided by third-party service providers, retention periods are determined by the technical configuration of those providers and are subject to periodic review.
- 8.4. Users may delete cookies at any time through their browser or device settings, subject to the limitations described in this Cookie Policy.

9. **International data transfers**

- 9.1. Where the use of cookies involves the transfer of personal data to third-party providers located outside the United Arab Emirates, we ensure that such transfers are conducted in compliance with applicable data protection laws, including the UAE PDPL.
- 9.2. Appropriate safeguards are implemented where required, including the use of contractual protections, recognised transfer mechanisms, or other lawful measures permitted under the UAE PDPL.
- 9.3. Further information on our approach to international data transfers, including the safeguards relied upon, is available in our Privacy Policy.

10. **Updates to this Cookie Policy**

- 10.1. We may update this Cookie Policy from time to time to reflect legal, regulatory, technical, or operational changes, including changes to the cookies used or the manner in which consent is obtained or managed.
- 10.2. Any updates will become effective upon publication on the Site. Where required by applicable law, we will provide additional notice or seek renewed consent through the cookie consent mechanism.

10.3. Users are expected to review this Cookie Policy periodically to remain informed of how cookies are used.

11. Contact

11.1. For any questions, requests, or concerns relating to this Cookie Policy, the use of cookies, or your consent preferences, please contact us at: info@servanaservice.com.