



COOKIES POLICY

September 2025

1. Introduction

B2B PRIME SERVICES MENA LIMITED (“the Company”, “we”, “us”, “our”, “ours” and “ourselves” as appropriate), is a Company incorporated under the laws of the Dubai International Financial Centre (DIFC), authorized and regulated by the Dubai Financial Services Authority (DFSA) under license number F009446, incorporated under DIFC Companies Law with Company Registration Number N10085, and with registered office at Emirates Financial Towers, North Tower, Office N1004, DIFC, Dubai, UAE.

We respect your privacy and want you to understand how we collect and use data about you through the use of cookies.

Our Cookies Policy is intended to inform you about why we use cookies, the type of cookies that we use on the website www.b2prime.com, and the options available to manage your preferences.

This Cookies Policy is governed by the DIFC Data Protection Law No. 5 of 2020 and its amendments, as well as the regulations issued by the DIFC Commissioner of Data Protection.

2. What are Cookies

Cookies are small text files created by the websites you visit or by certain emails you open and are placed on your computer or other device. Cookies are used to track, save and store information about the user's interactions and usage of the website in order to improve the user experience, enable functionality on the website, facilitate site security and provide the business with marketing information about the website's visitors.

Cookies do not transfer viruses or malware to your computer. Cookies generally can easily be viewed and deleted and are harmless and serve crucial functions for websites.

We may obtain information about you by accessing cookies, sent by our website. Different types of cookies keep track of different activities. For a more detailed list of cookies we use, please read the relevant section below

3. Cookie Types

Strictly Necessary Cookies save website “session” credentials for visitors both logged in and not logged in. Once the browser is closed, the cookie is deactivated – and the session closed. These are absolutely necessary to enable the user to move around the website and use its features.

Analytical cookies collect visitor information, such as the number of visits and how our website was found (e.g. via a marketing campaign). Analytical cookies do not divulge any identifying information specific to you. The information is anonymous (i.e. it cannot be used to identify you and does not contain personal information such as your name and email address) and it is only used for statistical purposes.

Functional cookies record and save your choices in order to provide for a more seamless experience across our website. One-way functional cookies do this by remembering your language selection each time you visit the website. Refer to your browser's privacy settings on how you can opt-out of functional cookies.

Third Party Cookies. These cookies are used by third parties and mostly by social media websites like Google+, Facebook, Twitter, LinkedIn or YouTube. Third Party cookies allow us to offer easy ways to share our website's



content throughout your social media. You can disable the use of these cookies through your browser's privacy settings but please do note that this will also disable all the functions described above.

4. Why are Cookies Useful?

We use cookies to provide the functionality you need to browse the Website correctly. We may use Google Analytics and/or other venue to monitor the performance of the Website for optimisation purposes and to monitor the performance of certain functionalities and to personalize ads and content to you while you use the Website. We use cookies to continually improve your experience with the Website, for example making the Website quicker and remembering visitors' previous interactions with the Website.

Every time a new visitor visits this website, the visitor will be informed for the use of cookies.

An overview of the functions of our cookies are as follows:

- Verifying your identity and detecting which country you are located in;
- Checking browser type and device;
- Tracking which site the user was referred from;
- Allowing third parties to customize content accordingly.

5. Legal Basis and Consent

In compliance with the DIFC Data Protection Law, we use cookies on the following basis:

- **Strictly necessary cookies:** based on our legitimate interest in ensuring the proper functioning and security of the website.
- **All other cookies (performance, functionality, third-party/marketing):** only with your **explicit, affirmative, and granular consent**.

When you first visit our website, a **Cookies Notice** will appear allowing you to accept all cookies, reject all non-essential cookies, or manage your preferences by category.

Consent will always be obtained in a manner that **is freely given, specific, informed, and unambiguous**.

6. Type of Cookies we Use

The cookies that we use on the website may be categorized as follows:

- Strictly necessary
- Performance
- Functionality

"Strictly Necessary" cookies let you move around the website and use essential features like secure areas. Without these cookies, we cannot provide the requested services. If you prevent these cookies, we can't guarantee how the website or the security on the website will perform during your visit.

We use these Strictly Necessary cookies to:

- Identify you as being logged in to the website and to authenticate you.
- Make sure you connect to the right service on the website when we make any changes to the way it works.



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“Performance” cookies collect information about how you use the website, e.g. which pages you visit and if you experience any errors.

We use “Performance” cookies to:

- help us to improve how the website works,
- understand the interests of our users,
- carry out web analytics,
- perform affiliate tracking,
- measure the effectiveness of our advertising.

“Performance” cookies do not collect any information that could identify you. Some of our performance cookies may be managed for us by third parties.

“Functionality” cookies are used to provide services or to remember settings to improve your visit. We use ‘Functionality’ cookies for such purposes as:

- To remember your preferences and settings such as language and location;
- To remember your selections;
- To remember if we’ve already asked you if you want to fill in a survey;
- To remember if you have engaged with a specific component or list on the website so that it won’t repeat.

By clicking “Accept” on the “Cookies Notice” that appeared when you first visited the website, you consent to the use of cookies. If you do not wish to give consent or wish to withdraw your consent to the cookies at any time, you will need to delete, and block or disable cookies via your browser settings. See below “**8. Cookie Management**” for more information on how to do this. Please note that disabling these cookies will affect the functionality of the website and may prevent you from being able to access certain features on the Website.

Please read our [Privacy Notice](#) for more detailed information on how we use your data. If you have further questions, please do not hesitate to contact us at info@b2prime.com.

7. Duration of Cookies

Cookies remain on your device for different periods:

- **Session Cookies:** deleted once you close your browser.
- **Persistent Cookies:** remain until their expiry date or until you delete them manually.

8. For how long will cookies remain on your computer

The cookies will remain in the cookies file of your browser after the closing of the browser and will become active again when the website is reopened, until removed. The cookies can be deleted at any time by you. The cookies will not collect any information when you are not accessing the website.

9. How you can remove cookies from your device

If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature, however, you should note that cookies may be



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necessary to provide you with certain features available on this website and by deleting or blocking cookies, this website may not function correctly and you may not be able to access certain areas.

If you want to delete all cookies that are already placed on your device you can clear the browsing history of your browser. By doing this, all cookies from all websites you have visited will be removed from your device.

10. Withdrawing Consent

You may withdraw your consent for non-essential cookies at any time, without affecting the lawfulness of processing carried out before withdrawal.

You can manage or delete cookies directly in your browser settings. Please note that disabling certain cookies may affect website functionality.

11. Cookie Management

For more information of how you can manage cookies on your browser see the following links:

- [Google Chrome](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Opera](#)

12. User Rights

As a data subject under DIFC law, you have the right to:

- Access the personal data collected about you;
- Request rectification or erasure;
- Restrict or object to processing;
- Request data portability;
- Lodge a complaint with the DIFC Commissioner of Data Protection.

You may exercise these rights at any time by contacting our Data Protection Officer.

13. Contact

If you have questions regarding this Cookies Policy or wish to exercise your rights, you may contact us at:

- o info@b2prime.com

14. Changes to this Cookies Policy

We reserve the right to update or amend this Cookies Policy from time to time. Any material changes will be communicated via a notice on our website.

The latest version of this Cookies Policy will always be available at www.b2prime.com

15. Changes to this Cookie Policy

We reserve the right to change or amend this Cookies Policy without further notice to you, provided that the changes do not significantly reduce your rights under this Cookies Policy. The date that this Cookies Policy is updated will be visible at the end of this Cookies Policy. We recommend you review this policy every time you



visit the Website to stay updated about any possible changes.

If we make material changes to this Cookies Policy, then we will notify you by means of a notice on the Website's homepage.

Any revised Cookies Policy will be effective immediately upon posting on the Website.

The latest and prevailing version of this "Cookies Policy" will at all times be available on the Website.