Gratia Grande Real Estate LLC
Dubai, United Arab Emirates
gratiagrande.com

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Privacy Policy

What we collect when you use this website or contact us, why, who sees it, how long we keep it, and how to reach us about it.

1. Who we are

Gratia Grande Real Estate LLC ("Gratia Grande", "we", "us") is a real estate brokerage licensed in Dubai: Trade License 1656444, RERA Office Registration Number (ORN) 65187, Office 103, Sky Business Centre, Al Kheeran, Dubai Festival City, Dubai, UAE.

We decide how the personal data collected through gratiagrande.com is used, and we handle it under UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (the "PDPL"). For anything in this policy, write to info@gratiagrande.com.

2. What we collect

When you send an enquiry (the "Discuss your requirements" form, or the form on a project page): your full name, mobile number with country code, email address if you give it, your requirement if you write one, the project and page you sent it from, any campaign tag in the link that brought you, and your consent with its date and time.

When you ask for floor plans and a brochure: your name, phone number, email address if you give it, the project and page you asked from, any campaign tag in the link that brought you, and your consent with its date and time.

When you book a call: the time you choose, your name, email address, mobile number, any note you add, the project and page you booked from, any campaign tag in the link that brought you, and your consent with its date and time. We keep these details in our lead records as well as in our calendar.

When you contact us on WhatsApp, by email or by phone: what you tell us or send us.

If you go ahead with a purchase or lease: the documents the law requires for it, such as a copy of your passport or Emirates ID and proof of address. We collect these separately, never through this website.

When you use the site: our host keeps standard technical logs (IP address, browser, the page requested and the time) to run and protect the site. Analytics and advertising cookies are used only if you accept them (section 9).

When you send a form: to keep out automated spam, Cloudflare Turnstile checks that the form comes from a person, using technical signals from your browser and connection. We also keep a short record of each form sent (when, the country it came from, which form, the project, and whether it went through). Your IP address is kept in it only as a one-way code that cannot be turned back into the address, so that we can limit how many forms one connection or one phone number can send in an hour.

If you accept analytics cookies: Google Analytics records the pages you visit, how you reached the site, your device and browser, your approximate location (city or region), and when you send an enquiry, ask for floor plans or book a call, with the name of the project. It does not receive your name, phone number, email address or anything you type into our forms.

Also if you accept analytics cookies: Microsoft Clarity records how you use our pages (clicks, scrolling and mouse movement) as heatmaps and session recordings, with anything you type into our forms hidden.

Please do not write health, religious or other sensitive information in the free-text box.

3. Why we use it, and on what basis

WHAT WE DO	BASIS UNDER THE PDPL
Reply to your enquiry, send the plans or brochure you asked for, hold the call you booked, and follow up about the project you asked about	Your consent, and steps you asked us to take before a purchase or lease (Articles 4 and 6)
Advise you on projects and units, and manage a purchase or lease you go ahead with	Steps you asked us to take, and our agreement with you (Article 4)
Suggest other properties that may suit you, in our follow-up emails and messages	Your consent, given when you tick the box on our forms, which you can withdraw at any time (Article 6)
Send you new launches and price updates, only if you tick the optional box for them on our forms	Your consent, which you can withdraw at any time by telling us or with the Unsubscribe link in our emails (Article 6)
Keep identity and transaction records	Legal obligation under UAE anti-money-laundering law and Dubai Land Department rules (Article 4)
Keep the website working and secure	Needed to provide the website you are using

We do not sell personal data. We do not make decisions about you by automated means alone.

4. Who receives it

Only the people at Gratia Grande who handle your enquiry, and these providers, who act for us under their data processing terms:

PROVIDER	WHAT THEY DO FOR US	WHERE DATA MAY BE HELD
Google (Google Workspace)	Our email, records, calendar and Google Meet calls	United States and other countries
Google (Google Analytics)	Counts visits to this site and the enquiries, floor plan requests and calls booked through it, only if you accept analytics cookies	United States and other countries
Google (Google Maps)	Shows the map on our Contact page and project pages; Google receives your IP address when the map loads	United States and other countries
Microsoft (Microsoft Clarity)	Shows how visitors use this site, as heatmaps and session recordings with form entries hidden, only if you accept analytics cookies	United States and other countries
Cloudflare	Hosts and protects this website, checks that forms come from a person (Turnstile), and keeps the short record of forms sent, and sends our emails to you: the confirmation of your enquiry, the floor plans and brochure you asked for, the emails that confirm, move or cancel your call, and our follow-up emails. They carry your first name, your email address and what the email is about, such as the project you asked about or your call's date, time and Google Meet link	Its worldwide network
Meta (WhatsApp)	Carries your messages when you write to us on WhatsApp	United States and other countries

When you go ahead with a unit, and only with your agreement, we share what the deal needs with the developer, the seller or landlord, another broker on the deal, or a bank or mortgage adviser you choose. We share data with authorities when the law requires it, such as the Dubai Land Department, RERA, the courts, the police and anti-money-laundering supervisors.

5. Transfers outside the UAE

Google, Microsoft, Cloudflare and Meta may store or process data outside the UAE. The PDPL allows this to countries with adequate protection, under contractual safeguards, or with your consent (Articles 22 and 23). We rely on these providers' data processing terms and on the consent you give when you send a form.

6. How long we keep it

DATA	HOW LONG
Enquiries, brochure requests and booked calls that do not lead to a deal	24 months from our last contact with you, then deleted
Marketing	Until you ask us to stop. The record of your consent, and of your request to stop, is kept for 24 months after
Identity documents and transaction records	At least five years after the transaction or the end of our relationship, as UAE anti-money-laundering law requires
Website technical logs	The short period our host keeps them
The record of forms sent, with the IP address as a one-way code	30 days, then deleted
Google Analytics data, if you accepted analytics cookies	14 months, then deleted by Google
Microsoft Clarity data, if you accepted analytics cookies	Session recordings 30 days, summary data up to 13 months, then deleted by Microsoft

When a period ends, we delete the data or make it anonymous.

7. Your rights

Under the PDPL (Articles 13 to 18) you can ask us to:

- tell you what personal data we hold about you, why, who receives it and for how long
- give you a copy in a common electronic format, or send it to someone else where that is possible
- correct or complete it
- delete it, where we no longer need it, you withdraw your consent or you object
- restrict how we use it while a question about it is settled
- stop using it for marketing, at any time, with no reason needed

You can withdraw your consent at any time. This does not affect what we did before.

How: use the Unsubscribe link in any of our follow-up emails, email info@gratiagrande.com from the address you gave us, or reply "STOP" on WhatsApp. We reply within 30 days and may ask you to confirm who you are.

If you are not satisfied with our answer, you can complain to the UAE authority responsible for personal data protection (Article 24): the UAE Data Office, whose functions passed to the Federal Authority for Artificial Intelligence and Data in June 2026.

8. Calls and messages

We contact you about what you asked us for, on the number or address you gave us, from numbers registered to Gratia Grande, between 9:00 am and 6:00 pm UAE time. We do not call people who have not asked us to. If you tell us to stop calling or messaging, we stop.

By email, we may follow up about the project you asked about and suggest other properties that may suit you. Every follow-up email has an Unsubscribe link, and once you use it we send you no more follow-ups. Unsubscribing does not cancel a call you have booked, and we still confirm any call you book.

9. Cookies

Cookies are small files a website stores on your device. We also use browser storage for the choices and features described below.

TYPE	WHAT FOR	WHEN
Strictly necessary	Remember your cookie choice ("gg-consent"), keep the forms safe from spam, remember the project files you asked for ("gg-files-open"), and keep your project filters and your place in a page ("gg-props" and "gg-y"). For your visit only, we also keep the campaign tag of an ad link you arrived by ("gg-campaign") and the free call times ("gg-slots", kept five minutes)	Always
Analytics	Google Analytics: count visits, see which pages are used and which lead to an enquiry. Cookies "_ga" and "_ga_EGFR0LZ3HT", kept up to two years (many browsers keep them for less). Microsoft Clarity: heatmaps and session recordings. Cookies "_clck" and "CLID" (one year), "_clsk" (one day) and Microsoft's "MUID" (about one year)	Only if you accept
Advertising	Meta Pixel (Meta Platforms): measures which of our ads on Facebook and Instagram bring visits and enquiries. It records the pages you view and when you send an enquiry, ask for floor plans or book a call, never what you type in a form. Cookie "_fbp" (three months), and "_fbc" (three months) if you arrived from one of our Meta ads	Only if you accept

We do not use Google signals, and our Google Analytics is not linked to any advertising account. If we add Google Ads, it will run only after you accept advertising cookies, and this table will list it with its cookies and how long they last. If you later choose "Reject all", Google Analytics and the Meta Pixel stop on this site.

Your cookie choice and the project files you asked for stay in your browser until you clear the site's data. The other entries last only for your visit.

Our Contact page and our project pages show a Google Map. When the map loads, Google receives your IP address and may set its own cookies, under Google's privacy policy. This happens on those pages whatever your cookie choice.

You can change your choice at any time through "Cookie settings" at the bottom of every page, or in your browser.

10. Security

The site uses encrypted connections (HTTPS), and only the people who handle your enquiry can see it. No method is perfectly secure. If a breach puts your data at risk, we will tell you and the authorities as the law requires (Article 9).

11. Children

This website is for adults. We do not knowingly collect personal data from anyone under 18.

12. Changes to this policy

We will post any change on this page with a new date. The date at the top shows when it last changed.

13. Contact

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