



Privacy Policy

NAM Voice Intelligence · nam.net.sa · Kingdom of Saudi Arabia

NAM (“NAM”, “we”, “us”, or “our”) provides an AI voice intelligence platform for enterprise. This Privacy Policy explains how we collect, use, store, share, and protect personal data when you visit our website, contact us, book a meeting with us, request access to our platform, or interact with our products and services — including our AI voice agents.

We process personal data in accordance with the Saudi Personal Data Protection Law (PDPL) issued by Royal Decree No. M/19 and its Implementing Regulations, as supervised by the Saudi Data & Artificial Intelligence Authority (SDAIA). Where our services are provided to users outside the Kingdom of Saudi Arabia, we also take account of applicable international frameworks such as the EU General Data Protection Regulation (GDPR).

1. Data We Collect

1.1 DATA YOU PROVIDE TO US

- **Contact and account details** — name, business email address, company name, job title, and phone number when you submit a contact form, book a meeting, request early access, sign up, or correspond with us.
- **Meeting bookings** — the date and time you choose, the purpose of the meeting, any notes you add, and a record of the consent you gave when booking.
- **Business communications** — the content of messages, requirements, and documents you share with us during sales, onboarding, or support.
- **Recruitment data** — CVs and application details if you apply for a role with us.

1.2 DATA COLLECTED AUTOMATICALLY

- **Usage and device data** — IP address, browser type, device identifiers, pages visited, referring URLs, and interaction events on our website.
- **Cookies and similar technologies** — we use only the cookies and browser storage that are strictly necessary to operate and protect the site. Optional analytics, which do not use cookies, run only if you

accept them in our consent banner, and you can change that choice at any time. Our Cookie Policy at nam.net.sa/legal/cookies lists every item we use.

- **Bot-protection signals** — when you submit one of our forms, Cloudflare Turnstile checks browser and device signals to tell people apart from automated submissions.

1.3 VOICE AND CONVERSATION DATA

- **Demo interactions** — if you interact with a NAM voice demo, your audio input and the AI agent's responses may be processed by our voice provider, ElevenLabs, to deliver the demonstration.
- **Platform conversation data** — when NAM voice agents are deployed by an enterprise customer, call audio, transcripts, and associated metadata are processed on behalf of that customer. In those cases the customer is the data controller and NAM acts as a data processor under a data processing agreement. The customer's own privacy notice governs that processing.

2. How We Use Personal Data

PURPOSE	LEGAL BASIS (PDPL / GDPR)
Responding to enquiries, demo requests, and early-access applications	Consent; steps taken at your request prior to a contract
Arranging meetings you book through our website, including holding your chosen time and sending confirmations and calendar invites	Consent; steps taken at your request prior to a contract
Providing, operating, and securing the NAM platform and website	Performance of a contract; legitimate interest
Protecting our forms against spam and automated abuse	Legitimate interest
Delivering real-time speech recognition, understanding, and voice synthesis in our products	Performance of a contract; customer instructions (as processor)
Improving our services, including quality assurance and analytics on aggregated or de-identified data	Legitimate interest
Measuring website usage with analytics, only where you have accepted them	Consent (you may withdraw at any time)
Sending service updates and, with your consent, marketing communications	Consent (you may withdraw at any time)
Complying with legal obligations and lawful requests from competent authorities	Legal obligation

AI model training. We do not use our enterprise customers' conversation data to train shared or general-purpose AI models unless the customer has expressly agreed in writing. De-identified and aggregated data may be used to evaluate and improve service quality. Our full approach is described in the NAM AI Use & Ethics Policy.

3. Voice Recording and Consent

Calls handled by NAM voice agents may be recorded and transcribed for service delivery, quality assurance, and compliance purposes. Where recording occurs, callers are notified at the start of the interaction, and our AI agents identify themselves as automated systems. Enterprise customers deploying NAM agents are responsible for ensuring that their own notices and consents meet the requirements applicable to their industry and jurisdiction; NAM provides configurable disclosure prompts to support this.

4. Data Residency and International Transfers

NAM is built in Saudi Arabia, and we prioritise hosting and processing personal data within the Kingdom. Where a transfer of personal data outside the Kingdom is required — for example, to a vetted infrastructure or sub-processor provider — we do so only in accordance with the PDPL's cross-border transfer provisions, including ensuring an adequate level of protection or applying appropriate safeguards, and only where the transfer does not prejudice national security or the vital interests of data subjects.

Our website relies on the service providers listed in section 5, which are based in, or process data in, the United States. In particular, the website's enquiry, meeting-booking, and demo features transfer the details you submit to those providers, and meeting bookings are stored in the United States. We make these transfers to respond to the enquiries and arrange the meetings you request, in accordance with the provisions above.

5. Sharing and Sub-Processors

We do not sell personal data. We share personal data only with:

- **Service providers and sub-processors** — cloud hosting, communications, and analytics providers bound by contractual confidentiality and data protection obligations no less protective than this policy;
- **Enterprise customers** — where we process conversation data on their behalf, we return or make available that data to them as controller;
- **Competent authorities** — where required by applicable law or a binding order; and

- **Successors** — in connection with a merger, acquisition, or reorganisation, subject to this policy continuing to apply.

WEBSITE SERVICE PROVIDERS

The providers our website currently relies on are:

PROVIDER	WHAT IT DOES	LOCATION
Vercel	Hosts the website, and runs cookieless analytics only where you have accepted them	United States; global network
Upstash	Stores meeting bookings	United States
Resend	Delivers enquiry and booking emails	United States
Cloudflare	Turnstile bot protection on our forms	United States; global network
ElevenLabs	Voice processing for the live demo agent	United States

Cloudflare Turnstile runs invisibly on our forms; its processing is described in Cloudflare's Turnstile Privacy Addendum at cloudflare.com/turnstile-privacy-policy. Our pages also load typefaces from Fontshare and Google Fonts, which receive your IP address when a page loads.

6. Security

We apply administrative, technical, and organisational safeguards appropriate to the sensitivity of voice and conversation data, including encryption in transit and at rest, role-based access controls, network isolation, audit logging, and personnel confidentiality undertakings. No system is perfectly secure; if we become aware of a personal data breach that harms your data or interests, we will notify the competent authority and affected data subjects as required by the PDPL.

7. Retention

We retain personal data only for as long as necessary for the purposes described above or as required by law. Conversation data processed on behalf of enterprise customers is retained according to the customer's instructions and deleted or returned at the end of the engagement. Website enquiry data is typically retained for no longer than 24 months after our last interaction with you. Meeting booking records are deleted automatically 24 months after the scheduled meeting date.

8. Your Rights

Subject to the PDPL and other applicable law, you have the right to:

- be informed about how your personal data is processed;
- access and obtain a copy of your personal data;
- request correction of inaccurate or incomplete data;
- request deletion of your personal data where it is no longer needed;
- withdraw consent at any time, without affecting prior processing; and
- lodge a complaint with the competent authority (SDAIA) if you believe your rights have been infringed.

To exercise any of these rights, contact us at ClientOutreach@nam.net.sa. We will respond within the timeframes required by applicable law.

9. Children

Our website and services are directed at enterprises and business users. We do not knowingly collect personal data from children. If you believe a child has provided us with personal data, please contact us and we will delete it.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The effective date at the top of this document indicates the latest revision. Material changes will be highlighted on our website, and where required by law we will seek renewed consent.

11. Contact

NAM AI — Kingdom of Saudi Arabia

Email: ClientOutreach@nam.net.sa · Web: nam.net.sa