

Privacy Policy

Effective Date: 1st March 2026

Your Privacy Matters

Electra General Trading FZE (“Electra”, “we”, “our”, “us”) is a Dubai-based general trading and export supply company focused on sourcing and supplying electrical products, automotive units and spare parts, industrial components, and project-critical equipment for distributors, contractors, EPC firms, fleet operators, and institutional buyers, primarily serving international markets including West Africa. We are committed to protecting personal information and being transparent about what we collect, why we collect it, and how it is used.

This Privacy Policy applies when you visit our website, contact us, request quotations, engage with us for procurement or supply arrangements, or otherwise interact with Electra through our communications and services. Where applicable, we process personal data in accordance with the UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data, and, where relevant, the GDPR, CCPA/CPRA, and CalOPPA.

Scope

This Privacy Policy covers Electra’s website and our business communications and processes related to enquiries, quotations, contracting, sourcing, logistics coordination, and customer/supplier relationship management. It does not apply to third-party websites or services that may be linked from our website, which are governed by their own privacy policies.

1. Data We Collect

We collect personal and business information that is reasonably necessary to communicate with you and support our business operations. This may include personal identifiers such as your first and last name, email address, telephone number, and contact or mailing address details (such as city, state/province, ZIP or postal code, and country).

Where the interaction relates to a professional or commercial engagement, we may also collect corporate or business-related information, including the name of the organization or company you represent, your professional title or role, and relevant business contact details.

Such information may be collected directly from you when you communicate with us, request information, enter into a business relationship with us, or otherwise interact with our services.

In addition, when you browse our website, we may automatically collect certain technical information such as IP address, browser type, device information, pages visited, and interaction data. This information helps us operate the website, maintain security, and understand how the website is used.

2. How We Use Your Data

We use personal information to respond to enquiries, provide quotations, manage communications, and support procurement and supply activities. This includes preparing and managing commercial documents, coordinating logistics and delivery communications, and maintaining internal business records.

We also use personal information to maintain the security of our website and systems, detect and prevent misuse, and improve our website experience and performance.

Where we send business communications by email, we do so to respond to your requests, provide operational updates related to ongoing discussions or transactions, and share relevant information regarding our services. We do not sell personal information.

3. Analytics and Cookies

We use Google Analytics or similar tools to understand how visitors use our website, including which pages are visited and how users navigate the site. This helps us improve website performance and content. These tools may use cookies or similar technologies to collect usage information.

You can control cookies through your browser settings. If you disable cookies, some site functionality may be limited.

4. Remarketing

Electra may use remarketing services (including Google Ads and Microsoft Bing Ads) to promote our business to website visitors. This means you may see Electra advertisements on third-party websites after visiting our site. These services may use cookies or similar technologies to collect information about your visits to our website and show ads based on past interactions.

You can control ad personalization through your browser settings and the relevant advertising platform controls.

Electra does not display third-party advertisements on its own website.

5. How We Share Information

We may share personal information only when necessary to operate our business and support procurement and supply activities. This can include sharing limited contact information with suppliers, manufacturers, freight forwarders, logistics providers, customs brokers/authorities, or professional advisors where such sharing is required to process enquiries, coordinate shipments, or fulfil contractual obligations.

We may also disclose information where required by applicable law, regulation, or lawful request by competent authorities.

6. International Transfers

Because Electra operates internationally and works with vendors and partners across multiple regions, personal information may be transferred to and processed in countries outside the UAE (and outside the EEA where GDPR applies). Where such transfers occur, we take reasonable steps to apply appropriate safeguards to protect personal information.

7. Data Retention

We retain personal information only for as long as necessary for the purposes described in this Privacy Policy, including responding to enquiries, managing business relationships, complying with legal and regulatory requirements, maintaining financial and audit records, and resolving disputes. When information is no longer required, we securely delete it or anonymize it where appropriate.

8. Security

Electra implements appropriate technical and organizational measures designed to protect personal information against unauthorized access, disclosure, alteration, or loss. Access to personal data is restricted to authorized personnel who require such information for legitimate business purposes.

9. Your Rights

Depending on your location and applicable law, you may have rights to request access to personal information we hold about you, request correction of inaccurate data, request deletion where legally permitted, or object to certain processing activities. You may submit requests using the contact details in the "Contact Us" section below.

10. Applicable Laws and Regional Privacy Rights

Electra processes personal information in accordance with applicable data protection laws depending on the location of the individual interacting with our website or services.

Where the General Data Protection Regulation (GDPR) applies, personal data is processed based on lawful grounds including contractual necessity (such as responding to enquiries or managing procurement and supply arrangements), legitimate business interests (including operating, maintaining, and improving our services and website), compliance with legal obligations, and consent where required.

Residents of certain jurisdictions, including California, may have additional rights under applicable privacy laws such as the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA). Subject to applicable legal exceptions, individuals may request information regarding the categories of personal information collected, the purposes for which such information is used, and may request deletion of personal information. Electra does not sell personal information.

In accordance with the California Online Privacy Protection Act (CalOPPA), users may visit our website anonymously. Any changes to this Privacy Policy will be posted on this page together with an updated effective date. Where technically feasible, Electra responds to “Do Not Track” browser signals; however, website and advertising technologies may not always recognize or support such signals consistently.

11. Children’s Privacy

Electra does not knowingly collect personal information from children under the age of 13. If you believe a child has provided personal information to us, please contact us and we will take appropriate steps.

12. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted on our website with the revised effective date. Your continued use of our website after changes are posted means the updated Privacy Policy applies.

13. Contact Us

If you have questions about this Privacy Policy or would like to submit a data request, you may contact us by email or through our website contact page:

Electra General Trading FZE
Dubai, United Arab Emirates
Email: Info@electra-uae.com