

MURAJA

PRIVACY POLICY

Freight Spend Recovery & Intelligence

Version 1.0 | Effective on publication | Prepared 28 August 2026

Pre-incorporation status

Muraja is currently operated under the Muraja brand while the business is being established. References in this policy to “Muraja”, “we”, “us” or “our” mean the operator of the Muraja website and services. Once a formal legal entity and incorporation jurisdiction are confirmed, this policy will be updated to identify that entity and reflect any jurisdiction-specific requirements.

This policy explains how Muraja collects, uses, stores, shares and protects personal data when you visit our website, contact us, request a pilot or audit, or use Muraja Recovery or Muraja Intelligence.

At a glance

- We collect only the information reasonably needed to respond to enquiries and perform agreed freight reviews.
- The free initial review starts with 30 freight invoices and the corresponding quotes or rate agreements; additional shipment documents are requested only where needed to verify a finding.
- Client freight documents are treated as confidential business information. If they contain personal data, that personal data is handled under this policy.
- AI may assist with extraction, structuring, matching and anomaly detection, but material findings are manually verified before they are presented to a client.
- We do not sell client personal data or use client freight documents for unrelated advertising or to train public AI models.

1. Information we collect

The information Muraja collects depends on how you interact with us. We may collect the following categories:

- Identity and business contact data - name, job title, company, work email address, telephone number and professional contact details.
- Enquiry and commercial data - information you provide about your freight activity, approximate spend, logistics providers, service needs, preferred contact method and correspondence with Muraja.
- Freight and shipment data - invoices, quotations, rate cards, contracts, Bills of Lading, shipment records, accessorial charge data, freight history, operational charge data and other supporting evidence supplied for an audit or spend analysis.
- Website and technical data - IP address, browser/device information, basic server logs and similar technical information generated when the website is accessed. If analytics or non-essential cookies are introduced, Muraja will update the relevant notice and obtain consent where required.
- Administrative and billing data - if a paid engagement is agreed, business billing contacts, invoicing details, payment status and related records. Muraja does not need to collect full payment-card details where a third-party payment provider is used.
- Information received from third parties - for example, from another employee at your organisation, a logistics provider, a professional adviser, or a public business source where relevant to the requested service.

Personal data inside freight documents

Freight documents are mainly commercial records, but they can contain personal data such as employee names, carrier or forwarder contacts, consignee/shipper contact details or signatures. Muraja asks clients not to provide unnecessary sensitive personal information and to provide only information they are authorised to share.

2. Why we collect and use information

Muraja uses personal data only for clear business purposes connected with the website, enquiries and agreed services.

- To respond to enquiries, arrange calls and assess whether Muraja is suitable for a prospective client.
- To perform the free 30-invoice review, Muraja Recovery engagements and Muraja Intelligence analysis.
- To extract, organise, compare and verify freight charges against quotations, rate agreements, contracts and supporting shipment evidence.
- To prepare findings, evidence packs, recovery support and spend-intelligence outputs.
- To operate, secure and improve Muraja’s website, business systems and service delivery.
- To maintain business records, comply with applicable legal obligations and establish, exercise or defend legal or contractual claims.
- To send service-related communications. Marketing communications will only be sent where permitted by applicable law and can be stopped at any time.

Lawful processing. Where the UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (the “UAE PDPL”) applies, Muraja will process personal data with consent where required, or where another lawful basis permitted by the law applies - for example, where processing is necessary to take steps at your request, perform an agreed contract, comply with applicable UAE law, or establish or defend legal rights. If a different data protection regime applies after incorporation, this policy will be updated accordingly.

3. Contact and enquiry data

When you complete a website form, email us, message us through a professional platform or speak with Muraja, we may record the information needed to manage that enquiry.

- We use enquiry data to respond, understand your freight environment, arrange meetings and decide the next steps for a pilot or engagement.
- You are not required to provide freight documents through a public website enquiry form. Document transfer should occur through the private client upload process provided by Muraja.
- If an enquiry does not progress, we will normally retain the enquiry record for up to 12 months after the last meaningful contact, unless a longer period is needed for a legal reason or you ask us to delete it earlier where applicable.

4. Freight documents and client data

Muraja’s services require commercial freight information. The exact documents depend on the service and the finding being reviewed.

Muraja Recovery	Muraja Intelligence
Invoices, quotations, rate cards/contracts and supporting shipment evidence where needed.	Shipment data, freight history, operational charge data, recurring leakage patterns and rate comparisons.
Purpose: identify and support correction or recovery of incorrect freight charges.	Purpose: identify avoidable freight spend and recurring operational leakage.

- Minimum necessary data: Muraja requests only information reasonably needed for the audit or spend analysis. The free pilot begins with 30 freight invoices and corresponding quotes or rate agreements.
- Additional evidence: shipment documents are requested only where needed to verify a specific discrepancy or analysis point.
- Client responsibility: clients should ensure they are authorised to provide the documents and personal data they share with Muraja.
- Purpose limitation: client freight documents are used only to provide the agreed Muraja service, maintain service records and meet applicable legal or contractual requirements.
- No sale or unrelated model training: Muraja does not sell client personal data and does not use client freight documents to train public AI models or for unrelated advertising.

5. Storage and security

Muraja aims to keep client information controlled and separate from public-facing website systems.

- Each client can be provided with a private upload location for invoices, contracts and shipment documents.
- Client files are kept in restricted business cloud storage with access limited to authorised Muraja personnel who need the information to perform the service.
- Client folders and files are not intended to be visible to other Muraja clients.
- Muraja uses access controls, restricted permissions and business systems appropriate to the sensitivity of the information being handled.
- Where a suspected security incident involves personal data, Muraja will assess the incident and make any notifications required by applicable law.

No storage or transmission system can be guaranteed to be completely secure. Muraja therefore combines controlled access, data minimisation and human review rather than relying on a single technical control.

6. Third-party service providers

Muraja may use reputable third-party providers to operate the website and deliver services. Depending on the final technology stack, these may include:

- website hosting, domain and infrastructure providers;
- business email and communications providers;
- business cloud storage and secure file-transfer providers;
- commercial AI and document-processing providers used to support analysis;
- form, CRM or workflow providers used to manage enquiries and client work;
- analytics providers, if introduced and used in accordance with applicable consent requirements; and
- professional advisers such as legal, accounting or information-security advisers.

These providers may process information only to the extent needed to provide their service to Muraja. Muraja will seek to use business or enterprise service arrangements with appropriate confidentiality and data-protection terms where relevant. A current list of material service providers can be made available on request once the production technology stack is finalised.

International data transfers

Some service providers may store or process information outside the UAE. Where personal data is transferred internationally, Muraja will take steps required by applicable data-protection law, which may include using appropriate contractual or other transfer safeguards.

7. AI-assisted processing

Secure AI-assisted workflow

Technology helps Muraja review large volumes of freight data efficiently. Client documents are handled through controlled business systems, potential findings are flagged for review, and every material discrepancy is verified by a human before it reaches the client.

- AI may assist with document extraction, structuring, categorisation, matching, anomaly detection and summarisation.
- Where AI is used with client information, Muraja intends to use commercial AI environments with business data protections rather than free or public consumer tools.
- AI does not make final recovery decisions. A potential issue is not presented as a confirmed finding solely because an AI system identified it.
- Muraja verifies the relevant invoice, quotation, rate agreement, contract or shipment evidence before presenting a material discrepancy.
- Muraja does not intend to make decisions about individuals that produce legal or similarly significant effects solely through automated processing.

8. Retention and deletion

Muraja keeps information only for as long as reasonably necessary for the purpose for which it was collected, subject to any legal, contractual or evidentiary requirements.

- Enquiries that do not progress: normally up to 12 months after the last meaningful contact.
- Free pilot files: normally deleted or returned within 90 days after the pilot is completed, unless the client asks Muraja to proceed with an engagement or a longer period is reasonably required to discuss or verify findings.

- Muraja Recovery engagements: files may be retained while recovery, correction, validation or dispute support remains active, and for a reasonable period afterwards where needed for contractual records, claims or legal obligations.
- Muraja Intelligence engagements: agreed historical freight data may be retained while the recurring service is active and will normally be deleted or returned within 90 days after the service ends, unless a different retention period is agreed or required by law.
- Backups and system records: deletion from backups may take additional time through normal backup-rotation cycles.
- De-identified information: Muraja may retain information that has been irreversibly anonymised or aggregated so that it no longer identifies an individual or client, for service improvement, benchmarking or statistical analysis.

Deletion requests. Where applicable, clients and individuals may request deletion of personal data. Muraja may need to retain limited information where required by law, to maintain essential business records, or to establish, exercise or defend legal rights.

9. Your privacy rights and how to contact us

Depending on the law that applies to your personal data, you may have rights including:

- to ask what personal data Muraja holds about you and how it is used;
- to request access to relevant personal data;
- to ask for inaccurate or incomplete personal data to be corrected;
- to request deletion or restriction of processing in circumstances permitted by law;
- to object to certain processing where the applicable law provides that right;
- to withdraw consent where processing is based on consent, without affecting processing that was lawful before withdrawal;
- to receive or transfer certain personal data in a structured, commonly used format where the applicable law provides a portability right;
- to request human review where a decision is based solely on automated processing and the applicable law gives that right; and
- to raise a complaint with the relevant data-protection authority, including the UAE Data Office where the UAE PDPL applies.

Muraja may need to verify your identity before responding to a rights request, particularly where the request concerns client freight documents or confidential commercial information.

10. Cookies, website analytics and technical logs

Muraja may use strictly necessary technical mechanisms to operate and protect the website. If Muraja later introduces analytics, advertising or other non-essential cookies, we will update this policy and any cookie notice, and obtain consent where required. We will not describe a technology as being in use unless it has actually been implemented.

11. Business-to-business service and children

Muraja is a business-to-business freight recovery and intelligence service. The website and services are not directed to children, and Muraja does not knowingly seek to collect personal data from children.

12. Changes to this policy

Muraja may update this policy as the service, technology stack, legal requirements or incorporation structure develops. The current version will show its effective date. Material changes will be highlighted where appropriate.

13. Contact

Privacy enquiries and rights requests

Email: privacy@muraja.ae

General enquiries: enquiries@muraja.ae

Website: muraja.ae

If the dedicated privacy mailbox is not yet active when this policy is first published, requests sent to enquiries@muraja.ae will be handled as privacy requests.