

Privacy Policy

Last updated: 25 May 2026

MMS Advisors respects your privacy and is committed to protecting the personal information you share with us.

This Privacy Policy explains how we collect, use, store, and protect personal information when you visit our website, contact us, submit an inquiry, complete an assessment, or engage with us for advisory, consulting, or related services.

1. Who we are

MMS Advisors is a strategic management consultancy supporting organisations across areas including strategy, commercial performance, insurance, healthcare, digital health, operating models, partnerships, and execution support.

For privacy-related questions, please contact us at:

Email: contact@mmsgulf.com

Company: MMS Advisors LLC FZ

Location: United Arab Emirates

2. Information we may collect

We may collect the following types of information:

Contact information

Such as your name, job title, company name, email address, phone number, and country.

Business information

Such as details you provide about your organization, project needs, assessment responses, commercial priorities, challenges, or advisory requirements.

Website and technical information

Such as IP address, browser type, device information, pages visited, time spent on the website, and general usage data.

Communication information

Such as messages, inquiries, meeting requests, documents, or information you voluntarily send to us.

We do not intentionally collect highly sensitive personal information unless it is directly relevant to a specific engagement and provided by you with a clear purpose, which remains covered by other signed consents, such as, but not limited to, Non-Disclosure Agreements (NDA).

3. How we use your information

We use your information to:

respond to inquiries and requests;

provide advisory, consulting, or assessment-related services;

understand your organization's needs;

prepare proposals, reports, recommendations, or project materials;

manage client relationships and communications;

improve our website, tools, content, and services;

send relevant business updates, insights, or invitations where appropriate;

comply with legal, regulatory, or contractual obligations;

protect our rights, systems, business interests, and security.

We will not sell your personal information.

4. Legal basis for using your information

We process personal information where we have a valid reason to do so, including where:

you have provided information voluntarily.

processing is necessary to respond to your inquiry or deliver requested services;



processing is necessary for a contract or pre-contractual discussions;
we have a legitimate business reason, provided this does not unfairly affect your rights;
we need to comply with legal or regulatory obligations;
you have given consent, where consent is required.

5. Sharing your information

We may share "non-confidential" information only where necessary and appropriate, including with:
trusted service providers supporting our website, IT, communications, analytics, or business operations;
professional advisers, consultants, or partners involved in delivering a client engagement;
regulators, authorities, or legal parties where required by law;
third parties where you have authorized us to do so.

Where we use third-party service providers, we expect them to protect personal information and use it only for the agreed purpose.

6. Data retention

We keep personal information only for as long as reasonably necessary for the purpose it was collected, including to:

respond to inquiries;
manage client or prospect relationships;
deliver advisory services;
meet legal, accounting, regulatory, or contractual requirements;
resolve disputes or protect our business interests.

When information is no longer needed, we will delete it, anonymize it, or securely retain it where required by law.

7. Cookies and website analytics

Our website may use cookies or similar technologies to improve user experience, understand website traffic, and analyze how visitors interact with our content.

You can usually control or disable cookies through your browser settings. Some parts of the website may not function properly if cookies are disabled.

8. Security

We take reasonable technical and organizational measures to protect personal information against unauthorized access, loss, misuse, alteration or disclosure.

No website, email system, or digital platform is completely secure. You should avoid sending highly confidential or sensitive information through unsecured channels unless we have agreed in advance.

9. Your rights

Depending on applicable law, you may have the right to:

request access to your personal information;
ask us to correct inaccurate or incomplete information;
request deletion of your information.
object to or restrict certain processing activities;
withdraw consent where processing is based on consent;
request information about how your data is used.
raise a privacy-related concern or complaint.

To exercise these rights, contact us at contact@mmsgulf.com

We may need to verify your identity before responding to certain requests.

10. Marketing communications

We may contact you with relevant MMS Advisors insights, updates, invitations, or business information.

You may opt out of marketing communications at any time by using the unsubscribe option, where available, or by contacting us directly.



We will still be able to contact you about active engagements, inquiries, contractual matters, or important service-related communications.

11. Third-party links

Our website may contain links to third-party websites, platforms, or content.

We are not responsible for the privacy practices, security, or content of third-party websites. You should review their privacy policies before providing any personal information.

12. Updates to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, website, legal obligations, or business practices.

The updated version will be posted on our website with a revised "Last updated" date.

13. Contact us

For questions about this Privacy Policy or how MMS Advisors handles personal information, please contact:

MMS Advisors LLC FZ

Email: contact@mmsgulf.com

Location: United Arab Emirates