

# Privacy Policy for Eat It App

Effective Date: 16/05/2023

This Privacy Policy outlines how Eat It ("we," "our," or "us") collects, uses, discloses, and protects the personal information of users ("you" or "your") of the Eat It mobile application ("the App"). We are committed to protecting your privacy and ensuring the security of your personal information. By using the App, you consent to the terms and conditions outlined in this Privacy Policy.

## Information We Collect

1.1 Personal Information: When you download, register, or use the App, we may collect personal information such as your name, email address, location, and any other information you provide voluntarily.

1.2 Usage Data: We collect information about your interactions with the App, including your usage patterns, preferences, and activities.

1.3 Device Information: We may collect information about your device, including your device type, operating system, unique device identifiers, and mobile network information.

1.4 Location Information: With your consent, we may collect and process information about your precise location using GPS, Wi-Fi, or other technologies to provide you with relevant features and services.

1.5 Communication Data: We may collect information from your communications with us, such as feedback, support requests, or inquiries.

## Use of Information

2.1 Provision of Services: We use the information we collect to provide, personalize, and improve the functionality and content of the App. This includes analyzing user behavior, offering targeted recommendations, and enhancing the user experience.

2.2 Communication: We may use your personal information to communicate with you about the App, updates, promotions, surveys, and other relevant information.

2.3 Rewards and Discounts: We may use your information to facilitate the provision of rewards, gifts, and discounts from small businesses that align with your eco-friendly choices.

2.4 Aggregated Data: We may aggregate and anonymize your personal information to generate statistical and analytical insights for research, development, and marketing purposes. Such aggregated data will not personally identify you.

## Data Sharing and Disclosure

3.1 Third-Party Service Providers: We may share your personal information with trusted third-party service providers who assist us in operating, managing, and improving the App. These providers are contractually obligated to protect your information and only use it for the purposes we specify.

3.2 Legal Requirements: We may disclose your personal information if required by law, regulation, legal process, or governmental request. We may also disclose information to protect our rights, privacy, safety, or property, or the rights, privacy, safety, or property of our users or others.

3.3 Business Transfers: In the event of a merger, acquisition, or other business transaction, we may transfer your personal information as part of the transaction. We will notify you of any such transfer and any changes to this Privacy Policy.

### **Data Security**

We employ appropriate technical and organizational measures to safeguard your personal information against unauthorized access, disclosure, alteration, or destruction. However, please note that no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

### **Your Choices and Rights**

5.1 Opt-Out: You may opt-out of receiving promotional communications from us by following the unsubscribe instructions provided in the communication or by contacting us directly.

5.2 Access, Rectification, and Erasure: You have the right to access, correct, or delete your personal information in the App. You can exercise these rights by contacting us using the contact details provided below.

### **Children's Privacy**

6.1 If we become aware that we have collected personal information from a child under the age of 13 without verifiable parental consent, we will take immediate steps to delete that information from our records. If you believe that we may have inadvertently collected personal information from a child under the age of 13, please contact us using the contact details provided below.

### **Data Retention**

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. We will also retain and use your personal information to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **Changes to the Privacy Policy**

We may update this Privacy Policy from time to time. Any changes we make will be posted on this page, and the revised date will be indicated at the top of the Privacy Policy. We encourage you to review this Privacy Policy periodically for any updates or changes.

**Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or the privacy practices of the App, please contact us. The contact information can be found on our website: <https://eatit.dev/>.

By continuing to use the App, you acknowledge that you have read and understood this Privacy Policy and agree to its terms and conditions.