# **Privacy Policy**

**Effective Date:** 29-09-2025  
**Last Updated:** 29-09-2025

Gen Dev Technologies (“Company”, “we”, “our”, or “us”) operates the mobile application **Retailix** (“App”). This Privacy Policy explains how we collect, use, store, and protect your information when you use our App.

**1. Information We Collect**

When you use Retailix, we may collect the following information to provide and improve our services:

* **Personal Information**: Name, email address, phone number, and address.
* **Financial Information**: Billing details, invoices, and payment information (where applicable).
* **Device & Usage Data**: Device information, app usage logs, and analytics to improve performance.

**2. How We Use Your Information**

We collect and use your data only for the functionality of Retailix, including:

* Creating and managing user accounts
* Processing and managing billing and invoices
* Improving app functionality and user experience
* Ensuring secure authentication and fraud prevention
* Providing customer support

**3. Data Storage & Security**

* Your information is stored securely in **Firebase** and in **local device storage** when required for offline access.
* We apply industry-standard encryption and security measures to protect your data.
* Your data is **not shared** with any third-party organizations, except as required by law.

**4. Third-Party Services**

Retailix uses **Firebase** services (Authentication, Firestore/Database, Analytics, etc.) to store and process data securely. Firebase may collect certain technical information as described in their own Google Privacy Policy.

**5. Data Sharing**

We **do not sell, rent, or share** your personal information with third parties. Data may only be shared if:

* Required by law or legal process.
* Necessary to protect our legal rights, users, or the public.

**6. User Rights**

You have the right to:

* Access the personal data we store about you.
* Request corrections to inaccurate or incomplete data.
* Request deletion of your data at any time.

To exercise these rights, please contact us at **retailix.billing@gmail.com**.

**7. Children’s Privacy**

Retailix is not directed to children under the age of 13. We do not knowingly collect data from children. If you believe a child has provided us information, please contact us immediately to delete it.

**8. Changes to This Policy**

We may update this Privacy Policy from time to time. Updates will be posted within the App and effective immediately upon publication.

**9. Contact Us**

If you have questions or concerns regarding this Privacy Policy, please contact us:

**Gen Dev Technologies**  
📧 Email: retailix.billing@gmail.com