EazyMeals Privacy Policy

Last Updated: March 29, 2025

Welcome to EazyMeals! This Privacy Policy explains how I/E EAZY MEALS AND MART ("we," "us," or "our") collects, uses, discloses, and protects your information when you use the EazyMeals mobile application ("App"). We are committed to safeguarding your privacy and ensuring that your personal information is handled responsibly. By using the App, you agree to the terms outlined in this Privacy Policy.

1. Information We Collect

We may collect the following types of information when you use EazyMeals:

a. Information You Provide

User-Provided Data: Information you voluntarily enter into the App, such as your name, email address, or preferences (e.g., dietary restrictions, favorite recipes), if the App includes account creation or personalization features.

Content: Any data you upload, such as meal plans, recipes, or notes, if applicable.

b. Automatically Collected Information

Usage Data: Information about how you interact with the App, including pages viewed, features used, time spent, and crash reports.

Device Information: Details about your device, such as device type, operating system version, unique device identifiers, IP address, and mobile network information.

Analytics: Anonymized data collected through third-party analytics tools (e.g., Google Analytics) to

understand usage patterns and improve the App.

c. Information from Third Parties

If you log in using third-party services (e.g., Google or Facebook), we may collect limited information such as your name or email address, depending on the permissions you grant.

d. Location Data (Optional)

If the App includes location-based features (e.g., finding nearby restaurants or stores), we may collect your approximate or precise location with your explicit consent.

e. No Special Categories of Data

Unless explicitly stated otherwise, we do not collect sensitive data such as financial information, health data, or biometric data.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To Provide and Improve the App: Deliver core functionality (e.g., saving recipes or generating meal plans), fix bugs, and enhance user experience.
- Personalization: Tailor content or recommendations based on your preferences or usage history, if applicable.
- Analytics: Analyze usage trends to optimize performance and develop new features.
- Communication: Send you updates, notifications, or responses to inquiries (e.g., via email), if you opt in.

- Legal Compliance: Fulfill legal obligations or protect our rights.

3. How We Share Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information in the following cases:

- Service Providers: With trusted third-party providers (e.g., cloud storage or analytics services) who assist us in operating the App, subject to strict confidentiality agreements.
- Legal Requirements: If required by law, regulation, or legal process (e.g., court order), or to protect the safety, rights, or property of users or ourselves.
- Business Transfers: In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction, with notice provided where required.

4. Third-Party Services

EazyMeals may integrate third-party tools or SDKs (e.g., Firebase, Google Analytics) to provide functionality or analytics. These third parties may collect data as described in their respective privacy policies. We encourage you to review their policies:

- Google Privacy Policy
- Firebase Privacy Information

5. Data Storage and Security

- Storage: Your data is stored securely on servers managed by us or our service providers, potentially located outside your country (e.g., in the United States).
- Security Measures: We implement industry-standard measures (e.g., encryption, access controls) to protect your information from unauthorized access, loss, or misuse. However, no system is 100% secure, and we cannot guarantee absolute security.

- Retention: We retain your data only as long as necessary to fulfill the purposes outlined in this policy or as required by law. Unused data may be deleted periodically.

6. Your Choices and Rights

- Access and Control: You can review or delete your data within the App (if applicable) or contact us to request access, correction, or deletion.

- Opt-Out: You may opt out of optional data collection (e.g., location or notifications) via your device settings or App preferences.

- GDPR Rights (if applicable): If you are in the European Economic Area (EEA), you have rights to access, rectify, erase, restrict, or port your data, and to object to processing. Contact us to exercise these rights.

- CCPA Rights (if applicable): If you are a California resident, you may request information about data collection or opt out of data sales (note: we do not sell data).

7. Childrens Privacy

EazyMeals is not intended for use by children under 13. We do not knowingly collect personal information from children under 13. If we learn such data has been collected, we will take steps to delete it promptly. Contact us if you believe this has occurred.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of significant changes via the App or email (if provided). The updated policy will be effective as of the "Last Updated" date above.

9. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or your data, please contact us at:

Email: support@eazy.ge

Developer: I/E EAZY MEALS AND MART