

# **Privacy Policy**

**Effective Date:** 31/12/2024

**135 Degrees** ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application ("App") and related services. Please read this policy carefully. If you do not agree with the terms of this policy, please do not use the App.

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## **1. Information We Collect**

We collect various types of information to provide and improve our services. The categories of information we collect include the following:

### **a. Personal Information**

We may collect personal information that you voluntarily provide to us when you register, place an order, or interact with our App. This may include:

- Name
- Email address
- Phone number
- Delivery address
- Payment details (e.g., UPI ID, Net Banking, credit/debit card information)
- Profile photo (if uploaded)
- Account login credentials

### **b. Non-Personal Information**

We may collect non-personal information automatically through your interactions with the App, such as:

- Device information (e.g., device type, operating system, and app version)
- IP address
- Browser type and version
- Usage data (e.g., features used, time spent on the App)
- App performance metrics

### **c. Location Information**

If you grant permission, we may collect and use your location data to provide location-based services, such as:

- Finding delivery options near you
- Improving delivery times
- Offering location-specific promotions

### **d. Cookies and Tracking Technologies**

We may use cookies, beacons, tags, and similar technologies to track your activities in the App. These technologies help us:

- Analyze user behavior
  - Improve user experience
  - Deliver personalized content and advertisements
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## **2. How We Use Your Information**

We use the information we collect for the following purposes:

### **a. To Provide Services**

- Process your orders and payments
- Deliver food and beverages to your location
- Manage your account and preferences

### **b. To Improve Our Services**

- Understand how users interact with the App
- Enhance the functionality and user experience
- Diagnose technical issues and develop new features

### **c. To Communicate With You**

- Send order updates and delivery notifications
- Respond to customer inquiries and feedback
- Provide promotional offers, discounts, and marketing communications (if you opt in)

### **d. To Ensure Legal Compliance**

- Comply with applicable laws and regulations
- Enforce our Terms of Service
- Prevent fraudulent transactions and unauthorized access

### **3. How We Share Your Information**

Your information may be shared with third parties in the following circumstances:

#### **a. Service Providers**

We may share your information with trusted third-party vendors and partners who perform services on our behalf, such as:

- Payment processors to manage transactions securely
- Delivery partners to ensure timely order fulfillment
- Cloud service providers for data storage
- Analytics providers for understanding user behavior

#### **b. Legal Compliance and Protection**

We may disclose your information if required by law or in response to:

- Court orders, subpoenas, or legal requests
- Investigations of potential violations of laws or terms

#### **c. Business Transfers**

In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction. We will notify you of any such transfer and the subsequent handling of your information.

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### **4. Data Retention**

We retain your information only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. Specifically:

- Personal information is retained until your account is deleted or as mandated by applicable laws.
- Non-personal and aggregated data may be retained for analytics purposes indefinitely.

## 5. Your Privacy Rights

You have specific rights regarding your personal information, including:

### a. Access and Updates

- Access your account settings to update or correct personal information.
- Contact us if you wish to receive a copy of your information.

### b. Opt-Out of Communications

- Unsubscribe from promotional emails through the link provided in each email.
- Adjust your notification preferences within the App.

### c. Withdraw Consent

- Disable location tracking through your device settings.
- Revoke previously granted permissions via your account settings.

### d. Delete Your Account

- Contact us to request the deletion of your account and associated information.
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## 6. Security of Your Information

We employ industry-standard security measures to protect your information, including:

- Encryption of sensitive data during transmission
- Secure storage of payment information
- Regular security audits and monitoring

Despite these efforts, no security system is completely secure, and we cannot guarantee the absolute safety of your data.

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## 7. Third-Party Links

Our App may contain links to third-party websites, applications, or services. We are not responsible for the privacy practices or content of these third parties. We encourage you to review their privacy policies before sharing your information.

## **8. Children's Privacy**

Our App is not intended for children under 13 years of age. We do not knowingly collect personal information from children. If we discover that we have inadvertently collected such information, we will take immediate steps to delete it.

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## **9. International Data Transfers**

If you are accessing the App from outside india, please note that your data may be transferred to and processed in india or other countries where we or our service providers operate. These countries may not have the same data protection laws as your jurisdiction. By using the App, you consent to such transfers.

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## **10. Changes to This Privacy Policy**

We may update this Privacy Policy to reflect changes in our practices or applicable laws. We will notify you of significant updates through the App or other appropriate channels. Please review this page periodically for the latest information.

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## **11. Additional Details on Data Security**

We implement additional measures to ensure your data is safe, including:

- Secure data storage on encrypted servers.
- Access controls to restrict unauthorized access to sensitive information.
- Routine updates to security protocols to counter evolving threats.

We also encourage users to follow best practices, such as safeguarding account credentials and avoiding sharing sensitive information on unsecured networks.

## 12. Compliance with Data Regulations

We are committed to complying with major data protection regulations, including:

- **General Data Protection Regulation (GDPR):** If you are located in the European Economic Area (EEA), you have additional rights such as the right to data portability and the right to restrict data processing.
- **California Consumer Privacy Act (CCPA):** If you are a California resident, you have the right to know what personal information we collect and request its deletion.

To exercise these rights, contact us at [Insert Email Address] with the subject line "Privacy Request."

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## 13. Contact Us

If you have any questions, concerns, or feedback about this Privacy Policy or our data practices, please contact us at:

### **135 Degrees**

Email: [care@135degrees.in](mailto:care@135degrees.in)

Phone: +91 78638 70341

Address: E/807, Titanium City Center, Satellite, Ahmedabad - 380015

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This Privacy Policy is designed to comply with applicable privacy regulations, including but not limited to the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other relevant laws. By using the App, you agree to the terms outlined in this policy.