

Privacy Policy – Bite Buddie

Effective Date: 01/08/2025

CTSS Technologies Pvt Ltd ("we", "our", or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and safeguard your personal information when you use the Bite Buddie mobile application (the "App").

By installing or using Bite Buddie, you agree to the practices described in this policy.

1. Information We Collect

a. Personal Information

We collect the following details when you register or place an order through the app:

- Full name
- Mobile number
- Delivery address
- Email address (optional)
- Payment method (handled securely by third-party providers; we do not store card or UPI details)

b. Device and Usage Data

We may collect:

- Device type and operating system
- IP address and general location
- App usage patterns, such as pages visited, menus browsed, and order frequency

c. Cookies and Tracking Technologies

We use cookies and analytics tools to understand user behavior and improve the app experience. These may include:

- Google Analytics
- Firebase
- Facebook Pixel
- Other SDKs used for performance tracking and diagnostics

2. How We Use Your Information

We use the collected data for the following purposes:

- To process and deliver your food orders
- To provide accurate order tracking and real-time status updates
- To recommend relevant food options and offers
- To send you order confirmations, updates, and promotional content
- To improve our app functionality and customer support
- To detect fraud or misuse of the platform

3. How We Protect Your Data

- All communication is secured with industry-standard encryption protocols (HTTPS/SSL)

- Passwords are hashed and never stored in plain text
- Payment information is processed only by PCI-compliant third-party gateways
- Access to personal data is restricted to authorized personnel only

4. What We Do Not Do

- We do not sell or rent your data to third parties
- We do not access your personal files, photos, or contacts
- We do not store your payment credentials (e.g., UPI PINs, card numbers)

5. When We Share Your Information

We may share necessary data with the following categories of partners, only as needed:

- Delivery partners for order fulfillment
- Restaurant or kitchen partners for order preparation and status updates
- Payment processing companies (e.g., Razorpay, PhonePe, Stripe)
- SMS and notification service providers
- Analytical tools for app improvement

All partners are contractually bound to protect your data and use it only for the purposes stated.

6. User Control and Rights

As a user, you have full control over your data:

- You can update or correct your information from the profile section within the app
- You can opt-out of marketing messages at any time through the app or by contacting support
- You may request account deletion and full data erasure by emailing [**privacy@bitebuddie.in**](mailto:privacy@bitebuddie.in)

All verified data deletion requests will be completed within 7 business days.

7. Data Retention

We retain your data only as long as necessary to:

- Provide food delivery and related services
- Fulfill legal, accounting, and regulatory requirements
- Improve customer experience and platform functionality

Inactive accounts are removed after 24 months of no login or activity.

8. Children's Privacy

Bite Buddie is not intended for children under 13 years of age. If we learn that we have inadvertently collected personal information from a child under 13, we will delete it immediately.

9. Location Data

We use your location data to:

- Show nearby food providers
- Enable real-time delivery tracking
- Auto-fill delivery addresses and delivery fee calculations

You can disable location access via your device settings, but this may affect the app's functionality.

10. Changes to This Policy

We reserve the right to modify this Privacy Policy at any time. Significant changes will be notified through the app or via email (if provided). Continued use of the Bite Buddie app after changes indicates your acceptance of the updated terms.

11. Contact Us

If you have questions about this policy, need assistance, or want to request data deletion, contact us at:

CTSS Technologies Pvt Ltd

Email: bitebuddie24@gmail.com

Support: bitebuddie24@gmail.com

Contact No: 9483738973

Location: Hyderabad, Telangana, India