**Privacy Policy for FICH**

**Effective Date: 10/02/2025**

**1. Introduction**

Welcome to FICH! We are committed to protecting your privacy and ensuring transparency in how we handle your data. This Privacy Policy explains what information we collect, how we use it, and your rights regarding your personal data.

**2. Information We Collect**

We collect the following types of information:

✅ **Personal Information** – When you sign up or contact us, we may collect your name, email address, and phone number. ✅ **Search & Usage Data** – We track product searches, preferences, and interactions to improve recommendations. ✅ **Cookies & Tracking Technologies** – We use cookies to enhance user experience and personalize content. ✅ **Third-Party Data** – We integrate with retailers such as Amazon, eBay, and TikTok Shop to fetch product prices and availability.

**3. How We Use Your Information**

Your data is used to:

* Provide personalized **product recommendations** based on your searches.
* **Track price changes** and notify you of discounts.
* Improve our **AI-powered price comparison algorithm**.
* Ensure **secure transactions** and protect against fraud.

We **DO NOT** sell or share your personal data with third-party advertisers.

**4. Third-Party Services & APIs**

We work with external services such as:

* **Google Shopping API** – For real-time product pricing.
* **TikTok Shop API** – To provide trending deals from TikTok Shop.
* **eBay & Amazon APIs** – To ensure accurate product comparisons.

By using FICH, you agree to the data policies of these third-party providers.

**5. Data Security**

We implement strict security measures, including:

* **Encryption of sensitive data**
* **Regular security audits**
* **Limited data retention** to reduce unnecessary storage

**6. Your Rights & Choices**

You have the right to: 🔹 Access or delete your personal data. 🔹 Opt out of personalized recommendations. 🔹 Disable cookies through your browser settings.

For any data-related inquiries, contact us at **privacy@fich.com**.

**7. Changes to This Policy**

We may update this Privacy Policy from time to time. Any significant changes will be **notified to users** via email or in-app alerts.

📌 **Last Updated:** 10/02/2025

🔗 **Contact Us:** If you have any questions, email us at **privacy@fich.com**.

**FICH – Your Trusted Price Comparison Tool.**