

Privacy Policy

This Privacy Policy (“*Policy*”) explains how PT Segar Dekat Indonesia (“*FreshNear*”, “*we*”, “*us*”, or “*our*”) collects, uses, discloses, and protects your information when you use the FreshNear mobile application and related services. By accessing or using FreshNear, you consent to the practices described in this Policy.

1. Information We Collect

We may collect the following categories of personal data:

- **Account Information:** Name, phone number, email address, password, and profile details.
- **Order & Transaction Data:** Purchase history, delivery address, payment method (via payment gateway).
- **Location Data:** GPS or approximate location for delivery, store matching, and service availability.
- **Device & Usage Data:** IP address, device type, operating system, app version, and browsing activity within FreshNear.
- **Customer Support:** Records of communications, inquiries, or complaints submitted to us.

2. How We Use Your Information

- To process and deliver your grocery orders efficiently.
- To provide instant, same-day, and scheduled delivery services.
- To verify payments and prevent fraudulent transactions.
- To offer personalized recommendations and promotions.
- To communicate with you regarding account updates, support, and service notifications.
- To comply with applicable laws, government regulations, and subsidy programs.

3. Sharing of Information

We respect your privacy and only share your personal data in limited circumstances:

1. **Service Providers:** Logistics partners, payment gateways, and IT providers who assist in operating our services.
2. **Legal Compliance:** To comply with court orders, regulations, or government requests.
3. **Corporate Transactions:** In case of mergers, acquisitions, or restructuring, your information may be transferred under confidentiality safeguards.
4. We do not sell or rent your personal data to third parties for marketing purposes.

4. Data Retention

We retain personal data for as long as necessary to provide services, comply with legal obligations, resolve disputes, and enforce agreements. When no longer required, data is securely deleted or anonymized.

5. Data Security

FreshNear employs technical and organizational measures to protect your information, including encryption, secure servers, and access controls. However, no method of transmission over the Internet is 100% secure, and we cannot guarantee absolute security.

6. Your Rights

- **Access & Correction:** You may review and update your personal data via the app.
- **Deletion:** You may request deletion of your account and associated data, subject to legal retention requirements.
- **Consent Withdrawal:** You may withdraw consent for data processing, though this may limit service availability.
- **Marketing Preferences:** You may opt out of promotional communications at any time.

7. Children's Privacy

FreshNear does not knowingly collect personal information from individuals under 18 without parental consent. If we discover such data has been collected, it will be deleted promptly.

8. Cookies & Tracking Technologies

FreshNear may use cookies and similar technologies to enhance app performance, remember user preferences, and analyze usage patterns. You can manage or disable cookies in your device settings, though some features may not function properly.

9. International Data Transfers

Although FreshNear operates primarily in Indonesia, some technical service providers may process data abroad. In such cases, we ensure adequate safeguards are in place to protect your information.

10. Changes to This Policy

FreshNear may update this Privacy Policy from time to time. Any changes will be published in-app with the updated "Effective Date." Continued use of the App after updates constitutes acceptance.

11. Contact Us

For questions, concerns, or data-related requests, please contact us:

- Email: privacy@freshnear.id
- Phone: 0800-123-4567
- In-App Chat: Available 24/7