# Privacy Policy for ProfitGrocery

*Last Updated: May 10, 2025*

## Introduction

Welcome to ProfitGrocery, a mobile e-commerce application designed to facilitate online grocery shopping through an innovative coupon-based offer system and WhatsApp marketing integration. This Privacy Policy is designed to help you understand how we collect, use, disclose, and safeguard your personal information when you use our mobile application and services.

By downloading, registering with, or using the ProfitGrocery application ("App"), you agree to the collection and use of information in accordance with this policy. We will not use or share your information with anyone except as described in this Privacy Policy.

## Information We Collect

### Personal Information

We may collect the following types of personal information:

- **Phone Number**: Used for authentication and account creation through our OTP verification system
- **Purchase History**: Information about the products you browse and purchase
- **Order Details**: Including delivery addresses, order status, and payment information
- **Device Information**: Information about your mobile device, including device type, operating system, and unique device identifiers
- **Usage Data**: Information about how you use our App, including app features accessed, time spent on the App, and browsing behavior

### Information Collection Methods

We collect information through:

- Direct input when you register, place orders, or use our services
- Automated technologies when you interact with our App

- OTP authentication when you verify your phone number

# How We Use Your Information

We use the information we collect to:

- Create and maintain your account
- Process and fulfill your orders
- Provide customer support
- Send you transactional messages about your orders and deliveries
- Send you marketing and promotional offers through WhatsApp (with your consent)
- Improve our services and develop new features
- Ensure the security of your account and our platform
- Comply with legal obligations

# OTP Verification

We use a secure One-Time Password (OTP) verification system to authenticate your identity when you:

- Register for a new account
- Log in to your account
- Verify transactions

The OTP will be sent to your registered phone number. We do not store your OTP, but we do maintain records of successful and unsuccessful authentication attempts for security purposes.

# Coupon System and WhatsApp Marketing

Our App includes a coupon-based offer system that may:

- Generate and distribute discount coupons through WhatsApp
- Track coupon usage and redemption
- Pre-populate coupon codes when you access the App through deep links

By consenting to receive marketing communications, you agree to receive promotional messages and coupon codes through WhatsApp. Each promotional message will include instructions on how to opt out of future communications.

# Data Storage and Security

We use Firebase services, including Realtime Database and Remote Config, to store and manage your data. Your information is stored in accordance with industry-standard security measures. We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction.

# Data Sharing and Disclosure

We may share your personal information with:

- **Service Providers**: Third-party companies that help us operate our services, including payment processors, delivery partners, and IT service providers
- **Business Partners**: Third parties with whom we may offer joint products or services
- **Legal Requirements**: When required by law, legal process, or government requests
- **Business Transfers**: In connection with a merger, acquisition, or sale of assets

We will never sell your personal information to third parties.

# Your Rights Under the Digital Personal Data Protection Act, 2023

In accordance with India's Digital Personal Data Protection Act, 2023 and the draft Digital Personal Data Protection Rules, 2025, you have the following rights:

- **Right to Access**: You may request access to your personal information we hold
- **Right to Correction**: You may request correction of inaccurate or incomplete information
- **Right to Erasure**: You may request deletion of your personal information under certain circumstances
- **Right to Data Portability**: You may request transfer of your information to another service
- **Right to Object**: You may object to processing of your personal information in certain circumstances
- **Right to Withdraw Consent**: You may withdraw consent at any time where processing is based on your consent

To exercise these rights, please contact us using the details provided at the end of this policy.

# Children's Privacy

Our services are not directed to anyone under the age of 18. We do not knowingly collect personally identifiable information from children under 18. If we discover that a child under 18 has provided us with personal information, we will promptly delete such information from our servers.

# Changes to This Privacy Policy

We may update our Privacy Policy from time to time. You are advised to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top of this policy.

# Cookies and Tracking Technologies

We use cookies and similar tracking technologies to track activity on our App and hold certain information. Cookies are files with a small amount of data that may include an anonymous unique identifier.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our App.

# Third-Party Services

Our App may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

# Contact Us

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

**ProfitGrocery**
Email: anoor.13pal@gmail.com

Phone: +91 9560676526