### **Privacy Policy**

#### **1. Introduction**

* **Purpose:** This Privacy Policy outlines how Project Fero' (referred to as "we," "our," or "us") collects, uses, and protects your information when you use our website and mobile application.
* **Scope:** Applies to all users of the Project Fero' platform, including users who access, browse, or register on our website and app.

#### **2. Information We Collect**

* **Personal Information:**
  + Name, contact details (email, phone number) and address.
  + Payment details (credit/debit card information) are needed for processing transactions.
  + Profile information (social media login data if used for sign-up).
* **Non-Personal Information:**
  + Device information (IP address, device type, operating system).
  + Usage data (pages visited, time spent on the platform).
  + Location data to offer nearby transportation options.

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

* **Service Delivery:** To provide and improve our services, including booking and tracking public transport, and ensuring smooth transactions.
* **Personalization:** To customize your experience, suggest transportation options, and remember your preferences.
* **Communication:** To send you notifications, alerts, and updates regarding your bookings or service changes.
* **Security:** To monitor and enhance the security of our platform, including using location data for safety features like emergency assistance.
* **Compliance:** To comply with legal obligations and respond to legal requests.

#### **4. Information Sharing**

* **With Service Providers:** Sharing information with third-party service providers (e.g., payment processors, customer support) who assist in delivering our services.
* **With Public Authorities:** Sharing information with law enforcement or regulatory authorities when required by law or for safety and security purposes.
* **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new owner.

#### **5. Data Security**

* **Protection Measures:** We implement security measures such as encryption and secure servers to protect your data.
* **User Responsibilities:** Users are responsible for safeguarding their login credentials and should notify us immediately if they suspect any unauthorized access to their account.

#### **6. User Rights**

* **Access and Correction:** Users can access and update their personal information through their account settings.
* **Data Portability:** Users can request a copy of their data in a structured format.
* **Deletion:** Users can request the deletion of their account and personal data, subject to certain legal or operational requirements.

#### **7. Cookies and Tracking Technologies**

* **Usage:** We use cookies and similar technologies to enhance user experience, track usage patterns, and deliver personalized content.
* **User Control:** Users can manage cookie preferences through their browser settings.

#### **8. Third-Party Links**

* **External Sites:** Our platform may contain links to third-party websites. We are not responsible for the privacy practices of these sites.
* **Social media:** Integrations with social media platforms (e.g. Google, X) are provided for user convenience, but any data shared with these platforms is governed by their privacy policies.

#### **9. Children’s Privacy**

* **Age Restriction:** Our services are not intended for children under the age of 13, and we do not knowingly collect personal information from them.
* **Parental Controls:** If a parent or guardian becomes aware that their child has provided us with personal information, they should contact us immediately.

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

* **Updates:** We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Users will be notified of significant changes.
* **Acceptance:** Continued use of our services after changes signifies acceptance of the revised policy.

#### **11. Contact Us**

* **Support:** If you have any questions or concerns about this Privacy Policy, please contact us at [chukkarahul11@fero.co.in/9553921308].