

Privacy Policy

Effective Date: 29-09-2025

Last Updated: 29-09-2025

Gen Dev Technologies ("Company", "we", "our", or "us") operates the mobile application **Retailix** ("App"). This Privacy Policy explains how we collect, use, store, and protect your information when you use our App.

1. Information We Collect

When you use Retailix, we may collect the following information to provide and improve our services:

- **Personal Information:** Name, email address, phone number, and address.
 - **Financial Information:** Billing details, invoices, and payment information (where applicable).
 - **Device & Usage Data:** Device information, app usage logs, and analytics to improve performance.
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2. How We Use Your Information

We collect and use your data only for the functionality of Retailix, including:

- Creating and managing user accounts
 - Processing and managing billing and invoices
 - Improving app functionality and user experience
 - Ensuring secure authentication and fraud prevention
 - Providing customer support
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3. Data Storage & Security

- Your information is stored securely in **Firebase** and in **local device storage** when required for offline access.
- We apply industry-standard encryption and security measures to protect your data.

- Your data is **not shared** with any third-party organizations, except as required by law.
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4. Third-Party Services

Retailix uses **Firebase** services (Authentication, Firestore/Database, Analytics, etc.) to store and process data securely. Firebase may collect certain technical information as described in their own Google Privacy Policy.

5. Data Sharing

We **do not sell, rent, or share** your personal information with third parties. Data may only be shared if:

- Required by law or legal process.
 - Necessary to protect our legal rights, users, or the public.
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6. User Rights

You have the right to:

- Access the personal data we store about you.
- Request corrections to inaccurate or incomplete data.
- Request deletion of your data at any time.

To exercise these rights, please contact us at **retailix.billing@gmail.com**.

7. Children's Privacy

Retailix is not directed to children under the age of 13. We do not knowingly collect data from children. If you believe a child has provided us information, please contact us immediately to delete it.

8. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted within the App and effective immediately upon publication.

9. Contact Us

If you have questions or concerns regarding this Privacy Policy, please contact us:

Gen Dev Technologies

 Email: retailix.billing@gmail.com