



Foodie Privacy Policy

Last Update: 29, Jan 2026

Dear Users, Welcome to Foodie!

Welcome to Foodie, a platform dedicated to connecting food lovers, content creators, and culinary businesses. This Privacy Policy ("Policy") describes how Foodie ("we," "us," or "our"), operated by FOODIE LLC, collects, uses, discloses, and safeguards your personal information when you interact with our services, including our website, mobile application, and related offerings (collectively, the "Services"). This Policy applies to all individuals engaging with Foodie, including Users, Bloggers, and Vendors.

By accessing or using the Services, you acknowledge that you have read, understood, and agreed to the practices outlined in this Policy. If you do not consent to these terms, you must discontinue the use of our Services immediately.

Foodie is committed to transparency and the protection of your privacy. This Policy details the categories of personal data we collect, the purposes for which it is used, the legal basis for processing, the rights you have regarding your data, our security measures, data retention periods, and how we handle international data transfers. If you have any questions, you may contact us using the details provided in Section 14.

1. Data Controller

The Services are provided and controlled by FOODIE LLC, a company registered under the laws of the Hashemite Kingdom of Jordan, with its principal place of business at Amman, Jordan, we act as the "data controller" when processing personal information.

2. Information We Collect

We collect personal information in three primary ways:

2.1. Information You Provide:

When creating an account, you may be required to provide details such as your name, email address, phone number, GPS location (for mobile users), and delivery address. Vendors must submit business registration information, tax identification numbers, and food safety licenses.



Users and Bloggers may contribute user-generated content, including reviews, photos, videos, recipes, and comments. This content may contain metadata such as timestamps, geolocation tags, and engagement metrics (e.g., likes, shares).

For transactional purposes, Users provide payment details, dietary preferences, and delivery instructions. Vendors receive order details, including item quantities, pricing, and customer contact information. Verification data may also be required, such as for Bloggers applying for "Verified" status or Vendors providing banking details for payouts.

2.2. Automatically Collected Information

To optimize our platform's performance, we collect technical data such as IP addresses, device identifiers, browser type, operating system details, and crash reports. Usage analytics, including search queries, feature interactions, and time spent on specific content, are also monitored to improve user experience.

We use cookies and tracking technologies to enhance platform functionality, personalize content, and analyze traffic patterns. These tools allow us to remember user preferences and deliver targeted advertisements. Users may manage cookie settings via their browser preferences.

2.3. Information from Third Parties

If you link your Foodie account to social media accounts (e.g., Facebook, Instagram), we may receive limited profile data, friend lists, and permissions.

Financial institutions and payment processors share transaction confirmations, payment method details, and fraud alerts to ensure secure transactions. We also work with advertising partners who provide insights into interactions with promoted content.

3. How We Use Your Information

We process personal information for several purposes, based on contractual necessity, legitimate business interests, compliance with legal obligations, and, where applicable, user consent.

- 3.1. We use collected information to facilitate order processing, handle payments, coordinate deliveries, and provide customer support. Account security is a priority, and we implement authentication measures to detect unauthorized access and enforce security protocols.
- 3.2. Foodie leverages data analytics to improve service offerings. This includes refining recommendation algorithms to suggest relevant Vendors, dishes, and Blogger content based on engagement patterns. User feedback also informs the development of new features and platform improvements.



- 3.3. We may send promotional emails or push notifications regarding seasonal offers, exclusive discounts, or Blogger collaborations. Additionally, anonymized data may be shared with third-party advertisers for targeted advertising within legal compliance frameworks.
- 3.4. Foodie monitors transactions to detect fraudulent activity and cooperates with regulatory authorities when necessary. Business records are retained to fulfill tax obligations, conduct audits, and comply with consumer protection laws.
- 3.5. Users may engage with Bloggers, share reviews, and participate in discussions. Vendors receive insights into sales performance, customer ratings, and promotional campaign effectiveness through analytics dashboards.

4. How We Share Your Information

- 4.1. We share personal data with third parties only when necessary to operate the platform, fulfill legal obligations, or protect rights. These entities include service providers, business partners, legal and regulatory authorities, and corporate entities involved in mergers or acquisitions. Each category of recipients is bound by confidentiality agreements and data protection laws to ensure your personal information remains secure and is used solely for legitimate business purposes.
- 4.2. Service providers play a crucial role in the seamless operation of our platform. These include payment processors, which handle transactions securely by encrypting payment information and ensuring fraud prevention. Cloud hosting providers store and manage platform data securely to maintain high availability and resilience against cyber threats. Delivery partners are granted access to order-related information, including delivery addresses and customer contact details, strictly for the purpose of fulfilling food orders and ensuring timely service.
- 4.3. Business partners, including Vendors and Bloggers, receive relevant transaction details necessary to facilitate interactions within the platform. Vendors are provided with customer order information, including item details and special instructions, to process and complete food orders. Bloggers, on the other hand, may access engagement metrics and user-generated content interactions to tailor their content strategies. These business partners are required to comply with Foodie's data protection standards and refrain from using shared data for unauthorized purposes.
- 4.4. Legal and regulatory authorities may access user data under specific circumstances dictated by legal obligations, such as compliance with applicable data protection laws. In cases involving fraud investigations, content violations, or security threats, Foodie may disclose personal information to law enforcement agencies, regulatory bodies, or



governmental entities. We ensure that such disclosures are made in accordance with due process, and we limit the extent of information shared to only what is legally mandated

- 4.5. Corporate transactions, such as mergers, acquisitions, or asset sales, may necessitate the transfer of user data to a successor entity. In such cases, Foodie ensures that the new entity adheres to existing privacy commitments and upholds the standards outlined in this Policy. Any material changes to data handling practices resulting from corporate restructuring will be communicated to users in advance.

5. Data Security

- 5.1. Foodie employs comprehensive security measures to protect personal information from unauthorized access, alteration, disclosure, or destruction. Our security framework includes advanced encryption protocols, strict access controls, and periodic security audits to identify and mitigate potential vulnerabilities.
- 5.2. Sensitive data, such as payment information and user credentials, is encrypted both in transit and at rest using industry-standard encryption protocols. Additionally, access controls are implemented to restrict employee access to personal information on a need-to-know basis. Employees handling sensitive data undergo regular training on data security best practices and compliance requirements.
- 5.3. Foodie conducts regular security assessments, including penetration testing and vulnerability scanning, to proactively detect and address potential threats. Despite these rigorous measures, no system is immune to security risks, and we encourage users to maintain strong passwords, enable two-factor authentication (2FA) where available, and report any suspicious activities to our support team.

6. Data Retention

- 6.1. Foodie retains personal information for as long as necessary to fulfill the purposes outlined in this Policy, comply with legal obligations, resolve disputes, and enforce agreements. The retention periods vary based on the type of data and applicable legal requirements.
- 6.2. Account data is retained while a user's account remains active and for a defined period after deletion to comply with legal and regulatory requirements, including tax and anti-fraud regulations. Transaction records, including order details and payment history, are maintained for financial and audit purposes. User-generated content, such as reviews and blog posts, may be retained indefinitely unless a deletion request is submitted, subject to content moderation policies.



6.3. Upon request, users may exercise their right to data deletion, subject to legal and contractual obligations that require continued retention. Anonymized data, which no longer identifies individual users, may be retained indefinitely for analytics and research purposes.

7. Navigation and Click Stream Data

While you navigate our app, we collect navigational and click stream data that indicates which pages you visit, the features you use, and the duration of your stay on specific pages, among other metrics. This information does not identify you personally and is not linked to your identity. We utilize this data to complete, support, and analyze your purchases; enhance and improve your experience on the app; comply with legal requirements; and serve, or allow third parties to serve, targeted or relevant advertising content and recommendations on our app. This information may only be shared with our staff and third parties involved in processing your transaction, delivering your order, and analyzing your use of the Foodie app.

8. Children's Privacy

8.1. Foodie does not knowingly collect personal data from individuals under 18 years of age. The platform is intended for use by adults, and minors may only engage with Foodie under parental supervision. If we become aware that a minor has provided personal information without parental consent, we will take steps to delete the data promptly.

8.2. Parents or guardians who believe that their child has shared personal information without authorization may contact our support team to request data removal and account termination.

8.3. Children's Privacy & Safety

8.4. Foodie is intended exclusively for users aged 18 and older. We do not knowingly collect, solicit, or store personal information from individuals under the age of 18.

Foodie maintains a zero-tolerance policy toward any form of child sexual abuse or exploitation (CSAE) or child sexual abuse material (CSAM). Any content, behavior, or activity that exploits or endangers minors is strictly prohibited. Violations result in immediate account termination and may be reported to appropriate authorities in accordance with applicable laws.



If we become aware that a minor has created an account or provided personal information without verified parental consent, we will promptly delete the information and terminate the account.

Parents or legal guardians who believe that their child has shared personal information on Foodie without authorization may contact our support team to request data removal and account termination.

8.5. For child safety concerns or reports, please contact: support@foodie.team

9. Third-Party Links

Foodie may include links to external websites, such as Vendor blogs or Blogger social media profiles. These third-party platforms operate independently, and Foodie is not responsible for their privacy practices. Users are encouraged to review the privacy policies of external sites before engaging with them.

10. Policy Updates

This Privacy Policy may be updated periodically to reflect changes in laws, technological advancements, or business practices. We will notify users of significant updates via email or in-app alerts. Continued use of the platform following an update constitutes acceptance of the revised Policy.

11. Governing Law and Dispute Resolution

11.1. This policy is governed by and construed in accordance with the laws of the Hashemite Kingdom of Jordan without regard to conflict of law principles. All disputes arising from or related to these Terms or the Services shall be subject to the exclusive jurisdiction of the courts of Central Amman (Qasr Al Adl).

11.2. Before initiating legal action, parties agree to attempt resolution through good-faith negotiation or mediation. If such efforts fail, disputes may proceed to arbitration or litigation as determined by applicable law

12. Contact Information

For inquiries or legal notices, users may contact Foodie through the via:

- **Email:** support@foodie.team



Acknowledgment and Agreement

By using the platform, you confirm that you have read, understood, and accept this policy. You agree to comply with all obligations and acknowledge the legally binding nature of this agreement. Failure to adhere to this policy may result in suspension or termination of access and potential legal consequences.