

ZIPCART PRIVACY POLICY

Last Updated: February 16, 2026

Introduction

Welcome to Zip Cart! We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how Zip Cart ("we," "us," or "our") collects, uses, discloses, and safeguards your information when you use our mobile application and services.

By using Zip Cart, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with our policies and practices, please do not use our services.

1. Information We Collect

1.1 Personal Information

When you register and use Zip Cart, we collect the following personal information:

- **Name:** Your full name for account identification
- **Phone Number:** For account authentication via OTP and order communication
- **Email Address:** For account recovery and important notifications
- **Delivery Addresses:** Multiple addresses for order delivery
- **Payment Information:** Payment method details (processed securely through third-party payment processors)
- **Date of Birth:** Optional, for age verification and personalized offers
- **Profile Photo:** Optional, for account personalization

1.2 Usage Information

We automatically collect information about your app usage:

- **Order History:** Past orders, preferences, and shopping patterns
- **Search Queries:** Products and categories you search for
- **App Analytics:** Features used, time spent, navigation patterns
- **Device Information:** Device model, operating system version, unique device identifiers
- **Location Data:** GPS coordinates for delivery address verification and nearby store discovery
- **Push Notification Tokens:** For sending order updates and promotional notifications

1.3 Technical Information

- **IP Address:** For security and fraud prevention
- **Log Data:** App crashes, performance metrics, and error reports

- **Cookies and Similar Technologies:** For session management and preferences

1.4 Information from Third Parties

- **Social Media:** If you choose to link social media accounts
 - **Payment Processors:** Transaction confirmation and payment status
 - **Delivery Partners:** Delivery status and location updates
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2. How We Use Your Information

We use the collected information for the following purposes:

2.1 Service Delivery

- Process and fulfill your orders
- Coordinate with delivery partners for timely delivery
- Provide customer support and respond to inquiries
- Send order confirmations, updates, and delivery notifications

2.2 Personalization

- Recommend products based on your preferences and browsing history
- Show relevant offers and promotions
- Customize your app experience
- Remember your preferences and settings

2.3 Communication

- Send transactional messages (order updates, delivery status)
- Share promotional offers and discounts (with your consent)
- Provide customer support via phone, email, or in-app chat
- Send important service announcements

2.4 Analytics and Improvement

- Analyze app usage patterns to improve features
- Conduct market research and user surveys
- Test new features and functionality
- Monitor and improve app performance

2.5 Security and Fraud Prevention

- Verify user identity during authentication
- Detect and prevent fraudulent activities

- Ensure secure payment processing
- Protect against unauthorized access

2.6 Legal Compliance

- Comply with applicable laws and regulations
 - Respond to legal requests and court orders
 - Enforce our Terms of Service
 - Protect our rights and property
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3. Information Sharing and Disclosure

We do not sell your personal information to third parties. We may share your information with:

3.1 Service Providers

- **Delivery Partners:** Name, phone number, and delivery address for order fulfillment
- **Partner Stores/Vendors:** Order details and delivery information
- **Payment Processors:** Payment information for secure transaction processing (we do not store full credit card details)
- **Cloud Service Providers:** Firebase (Google) for data storage and authentication
- **Analytics Providers:** Google Analytics for app usage insights
- **Customer Support Tools:** For providing efficient customer service

3.2 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the acquiring entity.

3.3 Legal Requirements

We may disclose your information when required by law:

- To comply with legal obligations
- To respond to lawful requests from government authorities
- To protect our rights, property, or safety
- To prevent fraud or illegal activities

3.4 With Your Consent

We may share information with third parties when you explicitly consent to such sharing.

4. Data Security

We implement industry-standard security measures to protect your information:

4.1 Technical Safeguards

- **Encryption:** All sensitive data is encrypted in transit (SSL/TLS) and at rest
- **Secure Authentication:** Firebase Authentication with OTP verification
- **Access Controls:** Role-based access to user data
- **Regular Security Audits:** Periodic security assessments and vulnerability testing

4.2 Organizational Safeguards

- **Employee Training:** Staff trained on data protection and privacy
- **Confidentiality Agreements:** All employees sign confidentiality agreements
- **Limited Access:** Access to personal data is restricted to authorized personnel only

4.3 Payment Security

- **PCI DSS Compliance:** Payment processing follows industry standards
- **Third-Party Processors:** We use trusted payment gateways
- **No Storage of Card Details:** Full credit card information is not stored on our servers

Note: While we strive to protect your information, no method of transmission over the internet is 100% secure. We cannot guarantee absolute security.

5. Your Rights and Choices

You have the following rights regarding your personal information:

5.1 Access and Correction

- View and update your profile information in the app
- Request a copy of your personal data
- Correct inaccurate or incomplete information

5.2 Deletion

- Delete your account through app settings
- Request deletion of specific data
- Note: Some information may be retained for legal or business purposes

5.3 Opt-Out Rights

- **Marketing Communications:** Unsubscribe from promotional emails and notifications
- **Push Notifications:** Disable notifications in device settings
- **Location Services:** Control location permissions through device settings

5.4 Data Portability

- Request your data in a portable format
- Transfer your data to another service (where technically feasible)

5.5 Restrict Processing

- Request limitation of how we process your data
- Object to certain types of processing

To exercise your rights, contact us at:

zipcart9@gmail.com

6. Location Services

6.1 How We Use Location Data

We collect and use location information to:

- Verify and save delivery addresses
- Show nearby stores and available products
- Calculate accurate delivery charges and estimated delivery times
- Provide real-time order tracking
- Improve service quality in your area

6.2 Location Permissions

- **Foreground Location:** Used when the app is open for address selection
- **Background Location:** Not collected unless explicitly required for delivery tracking
- **Control:** You can manage location permissions in your device settings

6.3 Accuracy

We may use GPS, Wi-Fi, and cellular network data to determine your location with varying levels of accuracy.

7. Push Notifications

7.1 Types of Notifications

We send push notifications for:

- Order confirmations and status updates
- Delivery partner location and arrival notifications
- Promotional offers and discounts (with consent)
- Important service announcements

- Low stock alerts for favorited items

7.2 Managing Notifications

You can control notification preferences:

- In-app notification settings
 - Device-level notification settings
 - Unsubscribe from promotional notifications while keeping transactional alerts
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8. Cookies and Tracking Technologies

8.1 What We Use

- **Session Cookies:** To maintain your login session
- **Preference Cookies:** To remember your settings
- **Analytics Cookies:** To understand app usage patterns
- **Firebase Analytics:** For performance monitoring and crash reporting

8.2 Your Control

You can control cookie preferences through your device settings, though some features may not function properly without cookies.

9. Children's Privacy

ZipCart is not intended for users under 18 years of age. We do not knowingly collect personal information from children.

If you are a parent or guardian and believe your child has provided us with personal information, please contact us at

zipcart9@gmail.com, and we will delete such information promptly.

10. Data Retention

10.1 Retention Period

We retain your information for as long as necessary to:

- Provide our services
- Comply with legal obligations (tax, accounting, regulatory requirements)
- Resolve disputes and enforce agreements
- Maintain business records

10.2 Deletion

- **Account Deletion:** You may delete your account at any time through app settings
 - **Automatic Deletion:** Inactive accounts may be deleted after [specify period, e.g., 3 years]
 - **Retained Data:** Some data may be retained in anonymized form for analytics
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11. Third-Party Links and Services

Our app may contain links to third-party websites, services, or integrations:

- **Third-Party Privacy Policies:** We are not responsible for the privacy practices of third parties
 - **Review Policies:** Please review their privacy policies before providing information
 - **Examples:** Payment gateways, social media platforms, delivery tracking services
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12. International Data Transfers

Your information may be transferred to and processed in countries other than your country of residence. We ensure appropriate safeguards are in place to protect your data in accordance with this Privacy Policy.

13. Changes to This Privacy Policy

13.1 Updates

We may update this Privacy Policy from time to time to reflect:

- Changes in our practices
- Legal or regulatory requirements
- New features or services

13.2 Notification

We will notify you of material changes through:

- In-app notifications
- Email notifications
- Prominent notice on the app

13.3 Continued Use

Your continued use of ZipCart after changes constitutes acceptance of the updated Privacy Policy.

14. Contact Us

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

Email:

zipcart9@gmail.com

Phone: +919422799514

Support Hours: 24/7 customer support available

Data Protection Officer: For privacy-related inquiries, email

zipcart9@gmail.com with subject line "Privacy Inquiry"

15. Your Consent

By using ZipCart, you consent to:

- The collection and use of information as described in this Privacy Policy
- The processing of your data for the purposes outlined
- The sharing of information with service providers as necessary

You may withdraw consent at any time by deleting your account or contacting us.

16. Governing Law

This Privacy Policy is governed by the laws of India. Any disputes arising from this policy shall be subject to the exclusive jurisdiction of the courts in [Your City/State].

Your Privacy Matters to Us

At ZipCart, we are committed to:

- **Transparency:** Being clear about what data we collect and why
- **Security:** Protecting your information with industry-standard measures
- **Control:** Giving you choices about your data
- **Compliance:** Following applicable privacy laws and regulations

Thank you for trusting ZipCart with your information. We are dedicated to protecting your privacy and providing you with the best shopping experience.

ZipCart Team

Making grocery shopping simple, fast, and secure