

Privacy Policy

(Last Updated: 15th June 2025)

This Privacy Policy describes how the **The Marine Products Export Development Authority (MPEDA)** ("we", "our", or "us"), a Government Organization, collects, uses, discloses, and protects information collected through our mobile application (Aqua Trace) developed for **Aquaculture Farm Enrolment** and related field operations.

By using this application ("the App - Aqua Trace"), users agree to the collection and use of information in accordance with this policy.

1. Information We Collect

We may collect the following types of information:

Personal Information:

- Name of the farmer or official
- Contact details (phone number, email, address)
- Farm registration details (farm name, location, type of aquaculture, pond details, etc.)

Device & Usage Data:

- Location data (e.g., GPS coordinates) used during inspections or registration
- Photos or documents uploaded via the App for verification or documentation

Payment Information:

- Online payment details processed via Razorpay (e.g., transaction ID, payment amount)

Note: We do not store or access your bank details, credit/debit card numbers, or sensitive payment data. All payments are securely processed through Razorpay's platform.

2. How We Use Your Information

We use the collected information for the following purposes:

- To register aquaculture farms under the official government framework
- To support field visits and inspections by authorized department staff
- To enable users to make secure digital payments
- To maintain an accurate and up-to-date database of aquaculture operations
- For internal audits, reporting, and improving departmental services

3. Data Storage and Security

- All collected data is stored on secure government-approved servers.
- We implement reasonable technical and administrative security measures to protect user data from unauthorized access, alteration, disclosure, or destruction.
- Access to user data is strictly limited to authorized personnel of the Fisheries Department.

4. Sharing and Disclosure

We do **not** sell, share, or distribute your personal data to any third-party organizations for marketing or commercial purposes. Your data may only be shared:

- With government officials or departments involved in aquaculture management and regulation
- When required by law, legal process, or government request

5. User Rights and Data Retention

You have the right to:

- Request access to the data we hold about you
- Correct or update your personal information
- Request deletion of your information, subject to applicable legal and regulatory requirements. *(If you wish to request the **deletion of your account** and all associated data, please send email to us at **edp.admn@mpeda.gov.in**. We will process your request in accordance with applicable laws and within a reasonable timeframe)*

We retain your data only for as long as necessary to fulfill the purposes described above or as required by law.

6. Use of Razorpay

The App integrates **Razorpay** for secure digital payments. Razorpay may collect personal and financial information in accordance with its own privacy policy.

We recommend reviewing Razorpay's privacy policy here: <https://razorpay.com/privacy/>

7. Children's Privacy

This App is **not intended for children under the age of 13**, and we do not knowingly collect data from minors.

8. Advertising and Ad Content

This app is ad-free and developed solely for Aquaculture Farm Enrollment as part of an MPEDA initiative to support farmers. It does not include any third-party ad SDKs, display ads, or banner ads.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. All changes will be posted in the app and/or on the official app listing. Continued use of the app after any updates indicates acceptance of those changes.

10. Contact Us

If you have any questions, concerns, or requests related to this Privacy Policy, please contact:

The Marine Products Export Development Authority (MPEDA)

Address	Email	Phone
MPEDA House, P.B.No.4272, Panampilly Avenue, Panampilly Nagar P.O, Kochi – 682 036, KERALA.	edp.admn@mpeda.gov.in	+91 484 2311901