

Krētha Privacy Policy

Effective Date: October 15, 2025

Contact: igrahakdev@gmail.com

1. Introduction

This Privacy Policy explains how Krētha ("we", "our", or "us") handles your personal and sensitive information when you use the Krētha mobile application. This policy ensures compliance with the Google Play User Data Policy, the Digital Personal Data Protection (DPDP) Act, 2023, and other applicable regulations.

2. Information We Collect

We collect only data required for the app's core functions, including:

- Personal information (such as your name, business, email, phone number, and organization details).
- Device metadata (model, OS version, device identifier).
- Usage data (actions performed in-app, transaction and listing info).
- Optional: Location or media data, when you consent within the app.

3. Purpose of Use

Your data will only be used to:

- Register, create, and maintain your Krētha account.
- Facilitate secure and reliable commerce between users.
- Improve app experience and ensure security.
- Comply with legal and regulatory obligations.
- Notify you about service updates.

No personal or sensitive data is used for advertising unless you explicitly consent.

4. Data Sharing & Disclosure

We never sell your data. It is shared only with:

- Trusted service providers under contract.
- Other users, if required for business transactions and after your in-app consent.
- Regulatory authorities or as required by law.

- Parties involved in mergers/acquisitions (with notification).

5. Prominent Disclosure and Consent

We show clear in-app messages before accessing sensitive permissions (camera, location, contacts), describing:

- What data we collect
- Why and how it is used
- If and with whom it is shared

You must affirmatively consent before any collection occurs.

Example In-app Disclosure

“Krētha collects your location to verify your shop and suggest local suppliers, including when running in the background.”

6. Data Security

Your data is protected with encryption and stored securely. Only authorized personnel access it.

7. Data Retention and Deletion

We retain your data as required for our services and legal compliance. On account deletion, your data is permanently erased except for limited retention where the law applies.

You can request deletion of your account in-app.

8. Use of Cookies/Analytics

Cookies/analytics are used for internal improvements; we do not use them for advertising.

9. Third-party SDKs and Code

We ensure all SDKs comply with Play and DPDP laws. No SDK handles your data contrary to this Policy.

10. Children’s Privacy

Krētha is for business users 18+. We do not knowingly collect data from children.

11. International Data Transfers

EEA, UK, or Swiss user data is handled per Data Privacy Framework and legal safeguards. We cease processing if adequate protection can't be ensured.

12. Your Rights

You may request access, correction, or deletion of your data per the DPDP Act or applicable law. Contact us at igrahakdev@gmail.com.

13. Changes to this Policy

We may update this Policy periodically. Any changes will be notified in-app and take effect after a reasonable period.

14. Contact Us

Krētha Privacy

Email: igrahakdev@gmail.com

Website: <https://imedhas.com/contact>

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