



Privacy Policy

Overview

FoodFresh ("we", "our", or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share your information when you use our mobile application and related services.

Information We Collect

We collect the following types of information:

- Account information (name, email, password)
- Profile information (age, height, weight, fitness goals)
- Food and meal logging data
- Device information (device type, OS version)
- Usage data (app interactions, features used)

How We Use Your Information

We use your information to:

- Provide and improve our services
- Personalize your experience
- Send important notifications
- Analyze app performance and usage
- Ensure app security and prevent fraud

Information Sharing

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

- Service providers who assist in app operations
- Healthcare providers you explicitly authorize

- Legal authorities when required by law

Data Security

We implement appropriate technical and organizational measures to protect your personal information. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes described in this policy. Specific retention periods are as follows:

- Account information (name, email, profile data): retained for the lifetime of your account and deleted within 30 days of account deletion.
- Food and meal logging data: retained for the lifetime of your account and deleted within 30 days of account deletion.
- Usage and analytics data: retained for up to 24 months, then automatically deleted or anonymized.
- Advertising identifiers: retained per our advertising partners' policies (e.g., Google Ads). You can reset your advertising ID through your device settings at any time.
- Backup data: after account deletion, residual data may remain in encrypted backups for up to 90 days before being permanently removed.

We may retain certain data longer if required by law, for fraud prevention, or to resolve disputes. When data is no longer needed, it is securely deleted or anonymized.

Your Rights

You have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Object to certain processing activities
- Export your data in a portable format

Cookies and Tracking

We use cookies and similar tracking technologies to improve your app experience and analyze usage patterns. You can control these through your device settings.

Children's Privacy

Our services are not intended for children under 13. We do not knowingly collect personal information from children under 13. If you believe we have collected information from a child under 13, please contact us.

Changes to Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes through the app or via email. Your continued use of the app after such changes constitutes acceptance of the updated policy.

Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact us at privacy@foodfreshco.com.

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