

Privacy Policy

ZuzyCart LLP

Website: www.zuzycart.com

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Welcome to ZuzyCart ("ZuzyCart," "we," "us," or "our"). We are committed to protecting your privacy. This Privacy Policy describes how ZuzyCart collects, uses, processes, and shares personal information through our website www.zuzycart.com, our mobile applications. (Customer App, Merchant Portal, Admin Panel), and any related services (collectively, the "Services"). By accessing or using our Services, you agree to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

1. Who This Policy Applies To

This Privacy Policy applies to the personal information of:

- **Customers:** Individuals who use the ZuzyCart platform to browse, order, and pick up products from local shops.
- **Merchants:** Owners or representatives of local shops registered on ZuzyCart to sell products.
- **Admins:** ZuzyCart's internal administrators and support staff.
- **Website Visitors:** Anyone who simply visits our website or interacts with our publicly available online properties.
- **Riders (Delivery Partners):** Individuals or independent contractors who use the ZuzyCart platform to receive delivery assignments, pick up orders from Merchants, and transport products to Customers.

2. Information We Collect

We collect various types of information to provide and improve our Services. This information can be broadly categorized as:

2.1. Information You Provide Directly To Us:

- **Account Information:** When you create an account, we collect your full name, email address, phone number, and a secure password. For merchants, we additionally collect shop name, business registration details, and bank account information required for processing payouts. For ZuzyCart administrators and internal staff, we collect internal details relevant to their role and security clearance.
- **Profile Information:** You may choose to provide additional profile details such as a profile picture, preferred shopping locations, favourite items, and pickup address(es) for convenience.
- **Order Information:** When you place an order, we collect comprehensive details about the products ordered (including fractional quantities), chosen pickup time slot, any special instructions provided, and payment method details (though full payment card numbers are not stored on our servers).
- **Communications:** Any information you provide when you communicate with us through customer support inquiries, feedback forms, product/shop reviews, or direct messages exchanged with merchants through the platform.
- **Verification Information:** For merchants or in specific cases requiring enhanced security or compliance, we may request government-issued identification, business licenses, tax information, or other relevant documents for verification purposes.

2.2. Information We Collect Automatically (Through Technology):

- **Usage Information:** We collect data about how you interact with our Services, including, but not limited to, the pages or screens you view, features you use, searches you conduct, products you browse, orders placed, time spent on various parts of our Services, and the navigational paths you take.

- **Device Information:** We collect information about the device you use to access our Services, such as hardware model, operating system and version, unique device identifiers, mobile network information, and browser type.
- **Location Information:** We may collect precise or approximate location information from your mobile device or browser when you enable location services. This is primarily used to identify nearby shops and for relevant product recommendations. You can control your device's location settings via its operating system preferences.
- **Log Data:** Our servers automatically record information ("log data") when you use our Services, including your IP address, internet service provider, access dates and times, referring/exit pages, features or pages viewed, application crashes and other system activity, and the third-party site or service you were using before interacting with our Services.
- **Cookies and Similar Technologies:** We utilise cookies, web beacons, pixels, and other similar tracking technologies to collect information, personalise your experience, analyse usage patterns, remember your preferences, keep you logged in, and facilitate advertising efforts. This may include remembering items in your shopping cart across sessions.

2.3. Information We Collect from Third Parties:

- **Google Sign-In:** If you opt to create or log into your ZuzyCart account using your Google account, we receive information from your Google profile, such as your email address, name, and profile picture, to facilitate account creation or linking.
- **Payment Processors:** When you initiate a payment, our third-party payment gateway partners (e.g., PayU, Razorpay) directly collect and process your payment card information. We receive only a tokenised version of your payment details, which prevents us from storing your full payment card number on our servers.
- **Analytics Providers:** We may receive aggregated or anonymised statistical data about user behaviour and platform performance from third-party analytics services (e.g., Google Analytics).
- **Marketing Partners:** We may receive information from our marketing partners regarding your interactions with our advertisements on their platforms, which helps us measure campaign effectiveness.

3. How We Use Your Information

We use the information we collect for various purposes, primarily based on providing you with excellent service, improving our platform, ensuring security, and fulfilling legal obligations:

3.1. Providing and Maintaining Our Services:

- To create, maintain, and update your user account.
- To enable you to effectively browse products, place orders, and manage pickup logistics.
- To process payments for orders and facilitate timely payouts to merchants.
- To accurately track order status and provide real-time updates to customers and merchants.
- To facilitate essential communication between customers and merchants regarding specific orders or product inquiries.

3.2. Improving and Personalising Our Services:

- To analyse user behaviour, preferences, and trends to continually enhance existing features and optimise the overall user experience across all our applications.
- To personalise content and offer tailored product recommendations, promotional offers, and relevant shop listings based on your past interactions and preferences.
- To conduct internal research and development for new features, tools, and services.

3.3. Safety and Security:

- To verify your identity, prevent fraudulent activities, and protect against unauthorised access to accounts.

- To investigate and promptly address any security incidents or potential breaches.
- To ensure the overall safety and security of our users, merchants, and the integrity of our Services.

3.4. Communication and Support:

- To send you essential transactional notifications (e.g., order confirmations, pickup reminders, status changes, service updates).
- To efficiently respond to your inquiries and requests, and provide comprehensive customer support.
- To send you marketing and promotional communications about products, services, and offers that may interest you, provided we have your explicit consent where required by law.

3.5. Legal and Compliance:

- To comply with applicable legal, regulatory, and tax obligations, such as maintaining accurate transaction records and business registration requirements.
- To enforce our Terms and Conditions, Merchant Agreements, and other operational policies.
- To resolve any disputes that may arise between users, merchants, or with ZuzyCart.

4. How We Share Your Information

We may share your information with the following parties, only to the extent necessary for the purposes outlined in this Privacy Policy:

4.1. With Merchants:

- For the express purpose of order fulfilment, we share relevant customer details (name, order items and quantities, special instructions, and requested pickup time) with the specific merchant(s) from whom you have placed an order.

4.2. With Service Providers:

- We engage trusted third-party vendors, consultants, and service providers to perform functions and services on our behalf. These may include:
 - Payment gateway processors (for secure transaction handling).
 - Cloud hosting and infrastructure providers (e.g., AWS, Azure, Google Cloud) that host our data and applications.
 - Data analytics and advertising partners to understand performance and deliver relevant ads.
 - Customer support and communication tools.
 - Email and SMS notification service providers.
 - Business registration and verification partners.

4.3. Business Transfers:

- In the event of a merger, acquisition, sale of company assets, consolidation, restructuring, financing, or the acquisition of all or a portion of our business by another company, your personal information may be transferred as part of that transaction. We will ensure appropriate confidentiality obligations are maintained.

4.4. Legal Requirements and Law Enforcement:

- We may disclose your personal information if we believe in good faith that such action is necessary to:
 - Comply with a legal obligation (e.g., court order, subpoena).
 - Protect and defend the rights or property of ZuzyCart LLP.
 - Prevent or investigate possible wrongdoing in connection with the Services.
 - Protect the personal safety of users of the Services or the public.
 - Protect against legal liability.

4.5. With Your Consent:

- We may share your information with third parties when you provide us with explicit consent to do so.

4.6. Aggregated and Anonymised Data:

- We may share aggregated or anonymised information which cannot reasonably be used to identify you, with third parties for various purposes including statistical analysis, research, business development, and marketing.

5. Data Retention

We retain your personal information for as long as your account is active, or as long as necessary to provide you with our Services. We will also retain and use your information as necessary to comply with our legal obligations, resolve disputes, enforce our agreements, and protect our legal rights.

6. Your Data Rights and Choices

Depending on your jurisdiction and the applicable data protection laws, you may have the following rights regarding your personal information:

- **Right to Access:** You have the right to request a copy of the personal information we hold about you.
- **Right to Correction/Rectification:** You have the right to request that we correct any inaccurate or incomplete personal information we hold about you.
- **Right to Deletion/Erasure:** You have the right to request the deletion of your personal information, subject to certain legal exceptions (e.g., if we are legally obligated to retain it, or for fraud prevention).
- **Right to Object/Restriction:** You have the right to object to or request restriction of our processing of your personal information in certain circumstances.
- **Right to Data Portability:** You have the right to receive your personal information in a structured, commonly used, and machine-readable format and to transmit that data to another controller.
- **Right to Withdraw Consent:** If we are processing your personal information based on your consent, you have the right to withdraw that consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

To exercise any of these rights, please contact us at support@zuzycart.com. We may require you to verify your identity before fulfilling your request to protect your data.

Cookies: Most web browsers are set to accept cookies by default. You can usually modify your browser settings to remove or reject cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

Marketing Communications: You can opt-out of receiving promotional and marketing emails from us by following the unsubscribe instructions provided in those emails. Please note that even if you opt-out, we may still send you non-promotional communications, such as those related to your account, orders, or service updates.

7. Data Security

We are committed to protecting the security of your personal information. We implement and maintain reasonable technical, administrative, and physical security measures designed to protect your personal information from unauthorised access, use, alteration, and disclosure. These measures include data encryption, firewalls, secure server environments, and access controls. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

8. Children's Privacy

Our Services are not intended for use by individuals under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from Children. If you are a parent or guardian and you are aware that your Child has provided us with Personal Information, please contact us immediately. If we become aware that we have collected Personal Information from a Child without verification of parental consent, we will take immediate steps to remove that information from our servers.

9. Changes to This Privacy Policy

We may update our Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any material changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top. We encourage you to review this Privacy Policy periodically for any changes. Your continued use of the Services after any changes indicates your acceptance of the updated Privacy Policy.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please do not hesitate to contact us:

ZuzyCart

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Designation: Grievance Officer

Email: support@zuzycart.com

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