

Privacy Policy

Effective Date: February 17, 2025

1. Introduction

Welcome to Blitz! We value your trust and are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you use our mobile application ("App") and services.

By using our App, you agree to the collection and use of your information as outlined in this Privacy Policy. If you do not agree, please do not use our App.

2. Information We Collect

We collect different types of information, including:

A. Personal Identification Information

- Name, phone number, email address, and other PII details.
- Profile information (if applicable).

B. Device and Technical Information

- Device type, operating system, unique device identifiers, and network information.
- IP address, and app performance data.

C. Location Data

- We collect precise and approximate location data to provide location-based services, such as order delivery tracking and navigation.
- Location data is collected in the foreground and background (even when the app is not in use) if permissions are granted.

D. Camera and Media Access

- We access your camera for capturing images and videos for specific functionalities, such as identity verification or order confirmations.

E. Usage and Interaction Data

- Details about how you interact with the App, such as page views, session times, and features used.

F. Notifications

- We collect data related to push notification preferences and interactions.

G. Cookies & Tracking Technologies

- We may use cookies, tracking pixels, and analytics tools to enhance user experience, measure performance, and provide personalized content.
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3. How We Use Your Information

Your information is used for the following purposes:

- **Service Delivery:** Providing and improving our services, such as processing orders, tracking deliveries, and enabling communications.
 - **Location-Based Services:** Ensuring accurate navigation and real-time tracking for deliveries.
 - **Security and Fraud Prevention:** Detecting and preventing fraudulent activities and unauthorized access.
 - **Customer Support:** Assisting with inquiries, troubleshooting, and support requests.
 - **Marketing and Communications:** Sending updates, promotional content, and service-related notifications.
 - **Legal Compliance:** Meeting regulatory obligations and responding to legal requests.
 - **Automated Decision-Making & Profiling:** Using AI-driven analytics for fraud prevention and service personalization.
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4. Information Sharing and Disclosure

We do not sell or rent your personal data. However, we may share your data under the following circumstances:

- **Service Providers:** We may share data with third-party vendors who assist in app functionalities (e.g., payment processors, analytics providers).
 - **Legal Obligations:** If required by law, court order, or government request, we may disclose information.
 - **Business Transfers:** In case of mergers, acquisitions, or company restructuring, your data may be transferred as part of the business assets.
 - **Emergency Data Use:** If necessary to protect safety, prevent fraud, or comply with legal requirements.
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5. Permissions We Require

To enhance user experience, our App requires the following permissions:

- **CAMERA:** To capture images for identity verification, order processing, and other app functionalities.
 - **ACCESS_FINE_LOCATION & ACCESS_COARSE_LOCATION:** To provide location-based services, such as tracking orders and navigation.
 - **ACCESS_BACKGROUND_LOCATION:** To ensure continuous tracking for delivery services.
 - **POST_NOTIFICATIONS:** To send order updates, promotional offers, and important alerts.
 - **INTERNET:** To access online services and synchronize data with our servers.
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6. Data Security

We take appropriate technical and organizational measures to protect your data, including:

- Secure data encryption during transmission and storage.
- Restricted access to personal data to authorized personnel only.
- Regular security audits and vulnerability assessments.
- **Data Breach Notification:** If a data breach occurs, we will take necessary steps to notify affected users as per legal requirements.

However, no data transmission over the internet is completely secure. While we strive to protect your information, we cannot guarantee absolute security.

7. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this policy. When no longer needed, data is securely deleted or anonymized.

8. Your Rights and Choices

You have the following rights regarding your personal data:

- **Access & Correction:** Request access to or correction of your personal information.
- **Opt-Out:** Disable location tracking, push notifications, or marketing communications through app settings.
- **Data Deletion:** Request deletion of your personal data, subject to legal obligations.
- **Processing Outside User's Country:** We do not send any of our data outside India. Although, if your data is processed outside your country, we ensure compliance with applicable international data protection laws.

To exercise these rights, contact us at **support@blitznow.in**.

9. Children's Privacy

Our App is not intended for children under the age of 13 (or 16 in certain jurisdictions). We do not knowingly collect personal data from minors. If we become aware that we have collected data from a child without parental consent, we will take immediate steps to delete such information.

10. Third-Party Links and Services

Our App may contain links to third-party websites and services. We are not responsible for their privacy practices, and we encourage you to review their policies before engaging with them.

11. Updates to This Privacy Policy

We may update this Privacy Policy periodically. Changes will be posted in the App with the updated effective date. Continued use of the App after updates constitutes acceptance of the revised policy.

12. Contact Us

If you have any questions or concerns regarding this Privacy Policy, please contact us at:

Blitz

Website: www.blitznow.in

Email: support@blitznow.in

By using our App, you acknowledge that you have read, understood, and agreed to this Privacy Policy.