

## PRIVACY POLICY

Bakeli, a mobile application platform, puts together every possible effort to make sure that the private information that the users provide is under strict protection while using our services. In this section, you will find the policy details that decide how your personal data is operated and protected. You will also come across the most recent version of our privacy policies on our website and mobile application.

Information we collect in case of;

1. Provider: Name, address, bank account, mobile number, email address, BTW(optional), images(profile pictures/brand logo), etc. are used for the following reasons:-
  - a) To display the provider and its services to the customer via the location-based feature of the Bakeli mobile application
  - b) For payment purposes bank account details are required
  - c) Address details are required for takeaway purposes
  - d) Email address is required for sending order notifications and invoices
  
2. Consumer: Name, email address, mobile number, precise location data, etc. are used for the purposes below:-
  - a) Email address is used for sending order notifications and invoices
  - b) Location details are used for showing providers in the nearby vicinity of the consumers

Why do we collect your information?

Bakeli collects your information to conduct our activities, improving them and also to provide services to our users that helps in better food management, reducing food waste etc. We collect both personal data and other information of our users to support these purposes.

We collect all these personal data on the basis of your consent, in accordance with Article 6 (1)(a) of the GDPR. More information on GDPR can be found here; [https://ec.europa.eu/info/law/law-topic/data-protection\\_en](https://ec.europa.eu/info/law/law-topic/data-protection_en)

How do we collect your information?

We collect information about your account or profile when you access our services through social media platforms such as Facebook, Google, etc. Say, you choose to access our services through Facebook login (username and password) and register to our services; we collect your personal data from your Facebook profile like your email address, with your consent, to the extent that this is permitted in accordance with Facebook's Terms of Use. In case you do not wish to provide us with this information, adjust the privacy settings on your account with the relevant social networking service.

Where is the data stored that we collect?

The data collected from our users is stored within the EEA (European Economic Area). They may also be transferred to and processed in a country outside the EEA for backup purposes. Bakeli, being the controller of our user's personal data, is responsible for this data under the EU GDPR (General Data Protection Regulation). The data of our users may be shared within the Foodli Freshli group for business purposes in agreement with the applicable law. But it will never be passed on, sold or exchanged for marketing purposes with third parties outside Foodli Freshli group. If information is passed on to third parties, they will only be used to provide you with the services mentioned before, such as media services, news distribution agencies, etc.

As long as the users have an account with Bakeli or as long as it is essential to provide them with our services, Bakeli will keep their personal data. We also preserve their personal data as and when required to fulfil the legal obligations, resolve disputes and enforce our agreements.

How do we protect our users' data?

To protect the data collected from our users against issues such as loss, manipulation and unauthorised consultation, we have necessary security measures in place. From time to time we enhance our security capabilities in line with technological progress and growth.

How is payment done in Bakeli?

Payment in Bakeli is conducted via tikkie platform in which there is no exchange of account details between consumers and providers.

For more details, go through tikkie guidelines: <https://www.tikkie.me/>

Right of Bakeli users:-

Bakeli users have the right to request information about the personal data that we process/use on their behalf. If they find any of their data is incorrect, incomplete or irrelevant, they have the right to request it to be reviewed, corrected or deleted.

They also have the right to request to control the processing of their Personal Data and, in some cases, be transferred. However, we cannot delete their personal information if the law requires us to retain the data, such as due to accounting regulations, or if there are other valid reasons for doing so, such as outstanding claims.

Also, if they wish, they can withdraw their consent for the use of their personal details for marketing purposes at any time by emailing us at [bakeli.helpdesk@gmail.com](mailto:bakeli.helpdesk@gmail.com)

In case we make some changes in our Privacy Policy:-

We will notify our users if we make any changes to our Privacy Policy for the enhancement of our company's services and transparency with them. Our privacy notice will be under regular analysis and will place any updates on our platform and our website.