

Shopzee Privacy Policy

Effective date: [DD Month YYYY] · **Last updated:** [DD Month YYYY]

This Privacy Policy explains how **[Company legal name]** ("Shopzee", "we", "us", "our") collects, uses, shares and protects information when you use the Shopzee mobile app and related services (the "Service"). Shopzee is a marketplace where people discover, buy and sell items through short videos and photos, and talk to each other in chat.

By using Shopzee you agree to this policy. If you do not agree, please do not use the Service. You can read our [Terms of Service] at [<https://getshopzee.com/terms>].

1. Who is responsible for your information

The controller of your personal information is:

- **[Company legal name]**
- [Registered address, city, country]
- Email: [privacy@getshopzee.com]

If you live in the European Economic Area or the United Kingdom and we are required to appoint a representative, their details are: [name and address, or delete this line].

2. Information we collect

2.1 Information you give us

- **Account details:** email address, password (stored only in scrambled, hashed form), username, display name, and the email confirmation code you enter.
- **Sign in with Google:** if you choose it, Google confirms your identity to us and shares your name, email address and profile photo according to your Google settings. We never see your Google password.
- **Profile:** photo, bio, and the place name (for example a city) you add. You choose whether your place name is shown.
- **Your ads (listings):** title, description, price, category, photos, videos, an optional voice note, a contact phone number, and the place where the item is. Ads you publish are public.

- **Messages:** the text, photos and voice messages you send in chat, and the information that a message was delivered, read or deleted.
- **Things you do with other people:** following, unfollowing, blocking, liking, saving, sharing and reporting.
- **Support:** anything you send us when you contact us.

2.2 Information collected automatically

- **Device and app information:** device type and name, a device identifier created for your sign-in session, operating system version, app version, language and time zone, and your IP address.
- **Guest identifier:** if you browse without an account, we create a random identifier so we can show you a feed and count views once.
- **Usage information:** which ads you watch and for how long, whether you skip or replay them, likes, saves, shares, searches, filters, screens you open, and errors or crashes.
- **Activity status:** whether you are online, whether you are typing in a chat, and read receipts. Other people in your conversation can see these.
- **Location:** if you allow it, your device location is used to show ads near you and distance to ads. If you add a location to your profile, we store an approximate point and the place name you give. We do not track your location in the background.

2.3 Information from other sources

- **Google:** when you sign in with Google, as described above.
- **Advertising partners:** Google AdMob provides advertising identifiers and ad performance information.
- **Other users:** people may mention you in a message, report you, or block you.

3. How we use information, and why

We use information only for these purposes. Where the law requires a legal basis (for example in the EEA and UK), the basis is shown in brackets.

- **Run the Service:** create and secure your account, show the feed, let you post ads, chat, follow and block. [Contract]
- **Show you relevant ads and nearby items:** rank the feed by your activity and location. [Contract and legitimate interests]

- **Keep people safe:** detect spam, scams, fake accounts and prohibited content, handle reports, enforce our Terms and protect users. [Legitimate interests and legal obligation]
- **Show advertising:** serve and measure ads from Google AdMob. Where required, we ask for your consent first. [Consent]
- **Improve the Service:** understand how features are used, fix errors and test new features. [Legitimate interests]
- **Communicate with you:** send verification codes, security messages, replies to your questions and, if you allow notifications, alerts about messages and activity. [Contract and legitimate interests]
- **Meet legal duties:** respond to lawful requests and keep records the law requires. [Legal obligation]

We do not use your messages to show you ads, and we do not sell your personal information.

4. Advertising

Shopzee shows ads provided by Google AdMob. AdMob may use your device's advertising ID and information about your use of the app to show and measure ads. In some regions Google asks for your consent in a message the first time ads load. You can:

- change or withdraw consent where the consent message is available;
- reset your advertising ID or opt out of ad personalization in your phone settings (Android: Settings > Privacy > Ads; iPhone: Settings > Privacy & Security > Tracking);
- read how Google uses data at <https://policies.google.com/technologies/partner-sites>.

Ads are clearly marked. We do not control the content of third-party ads.

5. What other people can see

Public (anyone, including people without an account):

- your username, display name, photo, bio, and place name if you chose to show it;
- your number of followers and people you follow, and who they are;
- the ads you publish, including their photos, videos, description, price, place and the phone number you add to the ad;
- likes, saves and views counts on your ads.

Visible to people you chat with: your messages, when they were delivered and read, whether you are online, and when you are typing.

Never visible to others: your email address, password, device information, blocked list, or your exact location.

Please think before you add a phone number or personal details to an ad or message: anyone who sees an ad can see its phone number.

6. Who we share information with

We share information only as described here.

- **Other users**, as explained above.
- **Service providers** who help us run Shopzee under contract and only for our purposes: cloud hosting and storage, email delivery, security and error monitoring, and media processing (for example preparing videos and voice messages).
- **Advertising partner:** Google AdMob, as described in section 4.
- **Google**, if you use Sign in with Google.
- **Authorities and others**, when we believe in good faith that the law requires it, or to protect the safety of people, to prevent fraud, or to enforce our Terms.
- **A buyer or successor**, if Shopzee is part of a merger, sale or reorganization. We will tell you and honor this policy for your information.

We do not sell your personal information for money. Under some privacy laws (for example in California), showing ads based on your activity can count as "sharing" for advertising. You can opt out as described in section 4.

7. Permissions the app asks for

Shopzee asks for these permissions only when a feature needs them. You can change them any time in your phone settings.

- **Camera:** record videos and take photos for your ads and chat.
- **Photos and files:** choose pictures and videos to upload.
- **Microphone:** record voice notes for ads and voice messages in chat, and sound for videos.
- **Location:** show ads near you and set your profile location.
- **Notifications:** tell you about messages and activity.

- **Advertising ID:** used by AdMob (see section 4).

If you say no, the rest of the app still works.

8. How long we keep information

- **Account and profile:** while your account is open.
- **Ads and messages:** until you delete them or your account. A message you delete is removed for everyone in the conversation.
- **Activity and technical logs:** kept for a limited time, normally up to [12] months, then deleted or made anonymous.
- **After you delete your account:** see section 9.
- **Legal and safety records:** some information (for example reports, records of rule breaking, and records we must keep by law) may be kept longer, for as long as needed for these purposes.

9. Your choices and rights

In the app you can:

- edit your profile and choose whether your place name is shown (Profile > Edit profile, Settings > Privacy);
- change your password (Settings > Change password);
- delete your ads, archive or restore ads, and delete your messages;
- block and unblock people (Settings > Blocked accounts);
- change permissions in your phone settings;
- **delete your account** (Settings > Delete account). You will be asked for your password and to type DELETE.

What happens when you delete your account: your profile, ads, saves and message history are removed after a recovery period of [30] days, during which you can change your mind by signing in. After that they are permanently deleted or made anonymous, except for the limited records described in section 8. Backups are overwritten within [90] days.

If you cannot use the app, you can ask us to delete your account and data at [<https://getshopzee.com/delete-account>] or by email to [privacy@getshopzee.com] from the email address on your account.

Your legal rights. Depending on where you live, you may have the right to access your information, receive a copy, correct it, delete it, object to or limit how we use it, withdraw consent, and complain to your data protection authority. In California you also have the right to know, delete, correct, and not be discriminated against for using your rights. To use any right, email [privacy@getshopzee.com]. We will reply within the time the law requires (normally 30 days) and may ask you to confirm your identity.

10. Security

We protect information with encryption in transit (HTTPS), hashed passwords, access controls and monitoring. No system is completely secure. Please use a strong, unique password and tell us right away if you think your account has been misused.

11. International transfers

Shopzee is operated from [Pakistan / country] and uses service providers in other countries, so your information may be processed outside the country where you live. Where required, we use safeguards such as standard contractual clauses or similar protections.

12. Children

Shopzee is for people **18 years or older**. We do not knowingly collect information from anyone under 18. If you believe a child has given us information, contact us and we will delete it.

13. Links and third-party services

Ads and ads' contents may link to other sites and apps that have their own privacy practices. We are not responsible for them. Please read their policies.

14. Changes to this policy

We may update this policy. If the changes are important we will tell you in the app or by email before they start. The "Last updated" date at the top shows the latest version. Using the Service after a change means you accept it.

15. Contact us

Questions, requests or complaints about privacy:

- Email: [privacy@getshopzee.com]
- Post: [Company legal name, address]
- Web: [https://getshopzee.com]