

BACK2EAT

Privacy Policy — How we collect, use, and protect your data

Effective Date: 25 March 2026

1. Introduction

Back2Eat (operated by Back2Eat Platforms) is committed to protecting your personal information. This Privacy Policy explains what data we collect, how we use it, and your rights regarding your information. This policy applies to all users of the Back2Eat mobile application, website, and related services.

2. Information We Collect

2.1 Information You Provide

Mobile number (used for OTP-based authentication), name, email address (optional), and profile details you choose to add.

2.2 Order & Transaction Data

Details of orders placed, items selected, payment method, order status, and transaction history.

2.3 Device & Usage Data

Device type, operating system, app version, IP address, FCM token for push notifications, and app usage patterns.

2.4 Location Data

Approximate location (if permission granted) to display nearby restaurants and calculate distances. We do not track your location continuously.

3. How We Use Your Information

- To authenticate your identity and manage your account.
- To process orders and facilitate communication with restaurant partners.
- To send order status notifications and promotional communications (with your consent).
- To personalise your experience, including featured restaurants and offers.
- To prevent fraud, misuse, and unauthorised access.
- To comply with legal obligations under applicable Indian law.
- To improve our platform through anonymised analytics.

4. Data Sharing

Back2Eat does not sell your personal data. We share data only in the following circumstances:

- With restaurant partners: order details necessary to fulfil your order.
- With payment processors: transaction data required to process payments securely.

- With service providers: cloud hosting, analytics, and communication providers under data processing agreements.
- With law enforcement: when required by law or to protect rights and safety.

5. Data Retention

We retain your personal data for as long as your account is active or as required by law. Transaction records are retained for 7 years for compliance purposes.

You may request deletion of your account and associated data through the app settings (Profile → Delete Account). Deletion requests are scheduled immediately and processed within 30 days. You may cancel a deletion request within 7 days of submission.

6. Account Deletion

You have the right to permanently delete your Back2Eat account. To do so:

- Open the Back2Eat app and go to Profile.
- Tap "Delete Account" under the Account section.
- Optionally provide a reason and confirm.
- Your account will be scheduled for deletion. You may cancel within 7 days.
- After 30 days your account, order history, and associated personal data will be permanently removed.

Certain data may be retained longer where required by law (e.g. transaction records for 7 years).

To request deletion via email, contact admin@back2eat.com with the subject line 'Account Deletion Request' along with your registered mobile number.

7. Your Rights

Under applicable Indian data protection law, you have the right to:

- Access the personal data we hold about you.
- Correct inaccurate or incomplete data.
- Request deletion of your personal data.
- Withdraw consent for communications at any time.
- Lodge a complaint with the relevant data protection authority.

8. Security

We implement industry-standard security measures including HTTPS encryption, secure token storage, and access controls. No system is completely secure and we cannot guarantee absolute security.

9. Children's Privacy

Back2Eat is not intended for users under 18 years of age. We do not knowingly collect personal data from minors.

10. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of significant changes via the app or email.

11. Contact

For privacy-related queries or to submit an account deletion request by email, contact admin@back2eat.com.

For queries contact admin@back2eat.com | www.back2eat.com