

Health-Ease

YOUR FOOD • YOUR WAY | HEALTHY FOOD • HEALTHY YOU

APPLICATION PRIVACY POLICY

Privacy, personal data and responsible use notice

Platform operator	INNOVEASE AI & TECHNOLOGY TRANSFORMATION CONSULTING LLP
Jurisdiction focus	India • Initial operations planned in Coimbatore, Tamil Nadu
Document status	Final Document
Prepared	14 October 2026

1. About this Policy

This Privacy Policy explains how **INNOVEASE AI & TECHNOLOGY TRANSFORMATION CONSULTING LLP** ("Innovease", "we", "us" or "our") collects, uses, stores, shares and protects personal data in connection with the Health-Ease mobile application, website, customer support and related services (together, the "Platform"). Health-Ease is intended to help users discover and order food and related products from participating home chefs, food businesses, bakery providers and other approved sellers, and to coordinate delivery where available.

This draft assumes a marketplace model. It must be updated if Health-Ease itself prepares, manufactures, stores, sells or directly delivers food, or if the actual application collects additional data.

2. Who is responsible for your data?

The Platform is operated by Innovease AI & Technology Transformation Consulting LLP. For privacy questions, requests or complaints, contact: **hello@innovease-ai.in**. Registered office / correspondence address on company records: D No. 4/518, Nethaji Garden, Pannimadai Road, Vadamadurai Kurudampalayam, Coimbatore North, Coimbatore 641017, Tamil Nadu, India. Confirm this address and the designated grievance/privacy contact before publication.

3. Personal data we may collect

We collect only information reasonably required for account administration, ordering, fulfilment, safety, support, fraud prevention and legal compliance. Depending on the features you use, this may include:

- **Account and contact data:** name, mobile number, email address, login identifiers, profile image and account preferences.
- **Order and transaction data:** items ordered, customizations, delivery instructions, order history, price, tax, payment status, refunds and transaction references. Payment credentials should be handled by the payment provider; we should not store full card details or UPI PINs.
- **Address and location:** delivery address, approximate or precise location where you enable location features, and delivery status. Location should be accessed only when needed for a feature and with appropriate device permission.
- **Food preferences:** spice, salt, oil, ingredient exclusions, dietary preferences and allergen notes that you choose to provide. Such information may reveal sensitive lifestyle or health-related details; do not submit medical records or information that is not needed to fulfil your order.
- **Seller/partner information:** identity and contact details, business profile, bank/payment settlement details, FSSAI registration or license information, tax/business details, menu/product information, food labels and compliance records.
- **Support and safety records:** messages, complaints, ratings, photos or documents you submit, and records needed to investigate order, hygiene, delivery or payment issues.
- **Technical data:** device type, operating system, app version, IP address, logs, crash reports, security events, approximate usage and diagnostics.
- **Permissions:** camera, photo library, notifications or location only if the relevant feature requests them and you grant permission.

4. Purposes and legal basis

We may process personal data for purposes such as:

- creating and securing accounts; authenticating users and preventing unauthorized access;
- showing available sellers, products, prices, availability, delivery estimates and service areas;
- accepting and fulfilling orders, transmitting necessary order details to sellers and delivery partners, processing payments, settlements, cancellations and refunds;
- supporting food customization, ingredient/allergen communication and customer service;
- verifying sellers and partners, including applicable food-safety, tax, identity and regulatory records;
- detecting fraud, abuse, unsafe listings, security incidents and policy violations;
- sending transactional messages, service announcements and, where legally permitted and appropriately consented to, promotional communications;
- improving reliability, accessibility, user experience, analytics and product performance; and
- complying with legal obligations, responding to lawful requests, resolving disputes and enforcing our terms.

Where applicable law requires consent, we will request it and provide a practical method to withdraw it. Withdrawal may affect features that depend on the data but does not invalidate processing already lawfully carried out or processing based on another valid legal ground.

5. Sharing and disclosure

We do not sell personal data as a standalone data-broker product. We may disclose relevant information to:

- **Food sellers:** the name, contact details, order contents, customization, delivery instructions and other information needed to prepare and fulfil an order.
- **Delivery partners:** pickup/delivery details, contact information, address and order reference necessary to deliver safely.
- **Service providers:** cloud hosting, database, analytics, customer support, communications, maps, identity verification, payment processing and security vendors, under appropriate contractual and security controls.
- **Payment and financial institutions:** to authorize payments, settle partner amounts, prevent fraud and resolve disputes.
- **Professional advisers and authorities:** where reasonably necessary for legal advice, audits, lawful requests, regulatory compliance, safety or legal claims.
- **Business changes:** in a merger, restructuring, financing, sale or transfer of all or part of the business, subject to appropriate safeguards and applicable law.

Partners may process information under their own legal obligations and privacy notices. We will share only what is reasonably necessary for the relevant purpose.

6. Payments

Payments may be processed by third-party payment providers. Their checkout pages, apps and payment systems may be governed by their own terms and privacy policies. Health-Ease should not request or store a user's UPI PIN, card PIN, full payment credentials or banking password. We may retain transaction identifiers, status, amounts, settlement and refund records for reconciliation, customer support, fraud prevention and legal/accounting purposes.

7. Cookies, analytics and similar technologies

The website or app may use cookies, SDKs, local storage, analytics and crash-reporting tools to keep sessions secure, remember settings, measure performance and understand feature use. Non-essential analytics or advertising technologies should be activated only in accordance with applicable consent and platform requirements. You may be able to manage cookies through browser settings and device permissions.

8. Notifications and marketing

We may send order confirmations, OTPs, delivery updates, safety alerts, account notices and service messages necessary to operate the Platform. Promotional messages will be sent subject to applicable law and consent/opt-out requirements. You may turn off push notifications in your device settings; essential service messages may still be sent through another available channel where needed.

9. Retention and deletion

We retain personal data only for as long as reasonably needed for the stated purposes, account administration, dispute resolution, fraud prevention, accounting, tax, food-safety and other legal obligations. Retention periods vary by data category and legal requirement. When data is no longer needed, we will delete it, anonymize it or securely restrict access, subject to lawful retention requirements and legitimate dispute or security needs. Closing an account may not immediately erase transaction or compliance records that must be retained by law.

10. Security

We use reasonable technical, organizational and access-control measures appropriate to the nature of the data, which may include encryption in transit, role-based access, authentication, logging, backups, vendor review and incident response. No internet service can guarantee absolute security. Users should protect their devices and credentials and promptly report suspected account compromise. We will address personal-data incidents in accordance with applicable law.

11. Cross-border processing and third-party links

Some service providers may process data in locations outside your state or country. Any such processing will be subject to applicable Indian law and relevant contractual safeguards. The Platform may link to third-party services; we do not control their independent privacy practices, and you should review their notices before using them.

12. Children's privacy

The Platform is not intended for children to independently create accounts or place orders without appropriate adult involvement. If a feature is directed to children or we knowingly process a child's personal data, we will implement the consent, age-assurance and other safeguards required by applicable law. A parent or lawful guardian may contact us about a child's data.

13. Your choices and rights

Subject to applicable law, you may request access to information about your personal data, correction or updating of inaccurate data, deletion where permitted, withdrawal of consent, grievance redressal and other applicable rights. To make a request, email **hello@innovease-ai.in** with the subject “Health-Ease Privacy Request”. We may need to verify your identity before acting. We will respond within the time limits required by applicable law. You may also raise a complaint with the appropriate authority where legally available.

14. Food preferences and health-related information

Health-Ease is not a medical service. Food preference and ingredient-exclusion tools are intended to communicate user choices, not diagnose conditions or prescribe treatment. Sellers may not be able to guarantee an allergen-free environment or prevent all cross-contact. Users with severe allergies or medical dietary requirements should contact the seller directly and should not rely solely on app labels or automated recommendations.

15. Changes to this Policy

We may update this Policy as the Platform, law or our data practices change. We will post the revised version with a new “Last updated” date and provide additional notice or obtain consent where required. Continued use after an update does not override any consent or notice requirement imposed by law.

16. Contact

Innovease AI & Technology Transformation Consulting LLP
Email: hello@innovease-ai.in
Address: D No. 4/518, Nethaji Garden, Pannimadai Road, Vadamadurai Kurudampalayam, Coimbatore North, Coimbatore 641017, Tamil Nadu, India
Subject line: “Health-Ease Privacy / Grievance Request”.