



App Tracking Transparency

Overview

FoodFresh is committed to transparency regarding how we collect and use your data. This policy explains our app tracking practices and how you can control them.

Important Note:

When you first launch FoodFresh on an iOS device, you'll be asked whether you permit the app to track your activity across other companies' apps and websites.

What is App Tracking?

App tracking refers to the linking of user or device data collected from our app with user or device data collected from other companies' apps, websites, or offline properties for targeted advertising or advertising measurement purposes.

This may include:

- Displaying targeted advertisements based on user data collected from other apps
- Sharing device location data or email lists with data brokers
- Sharing user or device data with third-party advertising networks
- Using third-party analytics tools that combine FoodFresh user data with data from other sources

Data We Collect

If you permit tracking, we may collect:

- Device identifiers (like IDFA on iOS)
- Usage data from other apps and websites
- Advertising interaction data
- Device location data (when permitted)

How Data is Used

We use tracking data to:

- Provide personalized meal and recipe recommendations
- Show relevant advertisements based on your interests
- Measure advertising effectiveness
- Improve our services and user experience
- Analyze app usage patterns

All data collection and use comply with applicable privacy laws and our Privacy Policy.

Your Control Options

You have full control over app tracking. Your choices include:

- Accepting or declining tracking when first launching the app
- Changing your tracking preferences at any time in device settings
- Managing specific data sharing preferences within the app
- Requesting deletion of collected tracking data

Declining tracking will not affect your ability to use FoodFresh's core features.

How to Opt Out

On iOS devices, you can opt out of tracking at any time:

1. Open your device's Settings app
2. Scroll down and tap "FoodFresh"
3. Turn off "Allow Tracking"

You can also control tracking globally for all apps:

1. Open Settings
2. Tap "Privacy & Security"
3. Tap "Tracking"
4. Toggle "Allow Apps to Request to Track"

Note:

Even if you opt out of tracking, we still collect some data necessary for app functionality, analytics, and security. This data is handled according to our Privacy Policy.

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