

PRIVACY POLICY (App Google Play Compliant)

App Name: ANKLIT messenger

Company: Anklit innovations private limited

Effective Date: [12/24/2025]

Contact: [support@anklit.com]

1. Overview

Anklit is a secure messaging and engagement platform offering chat, voice, video calls, file sharing, events, alerts, query boards, engagement scores, partner rewards, and climate awareness features.

Your privacy is a core principle. We use **End-to-End Encryption (E2EE)** and **Enhanced End Encryption (EEE)** to protect communications.

2. Data We Collect

A. Personal Data (Provided by User)

Collected only with user consent:

- Name
- Phone number (OTP login)
- Age
- Gender
- Marital status

Purpose:

- Account creation
- Smart scoring & personalization
- Feature relevance and experience optimization

B. Communication Metadata (Not Message Content)

We may collect:

- Message timestamps
- Delivery status
- Call duration
- File size/type

We do NOT collect or store message, voice, or call content.

C. Usage & Engagement Data

- Feature interactions
- Query board participation
- Engagement scores
- App performance metrics

Used to improve product quality and user experience.

D. Query Board Content

- Public or semi-public content may be analyzed in **aggregated or anonymized form**
- Used to:
 - Improve platform intelligence
 - Develop smoother user experience
 - Enable commercial insights (non-personal)

E. Climate & Environmental Data

- Weather, air quality, and CO₂e data is sourced from **authorized government or certified boards**
- Displayed contextually in the app

3. Encryption & Security

- Messages, voice notes, files → **E2EE + EEE**
- Calls → Encrypted via secure video/voice API providers
- Servers cannot decrypt user messages

4. CO₂e Awareness & Rewards Disclaimer

- CO₂e indicators are **educational and awareness-based**
- CO₂e rewards:
 - Not real money
 - Cannot be converted to cash
 - Can only be used for **discounts/offers with partner brands**
- No financial claims or guarantees are made

5. Partner Brands & Rewards

By using the app, users consent to:

- Display of partner brands
- Viewing and redeeming coupons
- Non-cash rewards based on engagement or CO₂e indicators

We do **not sell personal data** to partners.

6. Payments & Freemium Model

- Core features are free
- Advanced features may require payment
- Pricing and subscription terms are clearly disclosed before purchase

7. Data Retention & Deletion

- Data is retained only as long as necessary
- Users can request:
 - Account deletion
 - Data export
- Certain records may be retained for legal compliance

8. Children's Privacy

The app is **not intended for children below legal age**.

Accounts found violating this will be deleted.

9. User Rights

Users may:

- Access their data
- Correct inaccurate data
- Withdraw consent
- Request deletion

Contact: [support@anklit.com]

10. Policy Updates

Material changes will be notified via app or website.

TERMS OF SERVICE

1. Account & Access

- Login via OTP-based phone authentication
- Login every 90 days required
- Sim needs to be present on device for continued service
- User is responsible for account security

2. Acceptable Use

Users must not:

- Violate laws
- Abuse or harass others
- Misuse query boards or rewards
- Attempt to bypass encryption or scoring systems

3. Messaging & Content

- Content is user-generated
- Encrypted communications are not monitored
- Users are responsible for shared content

4. Engagement Scores

- Algorithmic indicators only
- No guarantee of visibility, ranking, or rewards
- May change without notice

5. Partner Offers

- Subject to partner terms
- Non-transferable
- No cash value

6. Termination

Accounts may be suspended or terminated for misuse or violations.

7. Limitation of Liability

Service is provided “as is.”

We are not liable for:

- Partner service failures
- Indirect damages
- Data loss beyond reasonable control

8. Governing Law

Governing Law: **India**

Jurisdiction: [BENGALURU City, Karnataka State]

INDIA DPDP ACT, 2023 COMPLIANCE

We comply with the **Digital Personal Data Protection Act, 2023**:

Key Principles

- Data minimization
- Purpose limitation
- Explicit consent
- Reasonable security safeguards

User Rights

- Right to access information
- Right to correction & erasure
- Right to grievance redressal

Grievance Officer

Email: [grievance@appname.com]
Response within statutory timelines.

GOOGLE PLAY DATA SAFETY SUMMARY

Data Collected:

- Personal info (name, phone, age, gender)
- App activity
- Messages metadata (not content)

Data Usage:

- App functionality
- Analytics
- Personalization

Data Sharing:

No sale of personal data

Limited sharing with service providers

Security:

End-to-end encryption

Secure transmission

Data Deletion:

User can request deletion