

# Privacy Policy

## 1. Introduction

At Bean Trails, we value your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you use our services.

## 2. Data We Collect

### User Registration Data

When you register with Bean Trails, we collect and store the following information:

- Name
- Email address
- Account credentials

This data is necessary to enable user registration, review submissions, and personalized service.

### User Reviews

Users can submit reviews by scanning the QR code at a cafe. We do not collect personal data within user reviews.

### Geolocation Data

We use geolocation data to show nearby cafes based on your current location. This data is used only for providing location-based services and is not stored or persisted within our systems.

### Newsletter and Marketing Communications

Users may opt-in to receive newsletters and marketing communications during registration. Users can manage their preferences or unsubscribe from these communications at any time.

### Analytics Data

We use Google Analytics and Google Place APIs for data analysis and service improvements. Data collected for analytics purposes is anonymized and does not contain identifiable personal information.

### **3. Data Security**

We implement standard data encryption techniques to protect user data from unauthorized access, disclosure, or misuse.

### **4. Data Retention Policy**

Bean Trails only retains necessary user data for as long as an account is active. Upon account deletion, all user-related data is permanently removed from our system, except for reviews, which are anonymized. No other user-related data is retained.

### **5. Sharing and Disclosure of Data**

Bean Trails does not sell, rent, or otherwise share personal data with third parties except where necessary for service functionality, such as using Google APIs for cafe data and geolocation services.

### **6. Children's Data**

Our services are available to users of all ages. While Bean Trails does not intentionally collect or store personal data from children beyond the registration and review process, we ensure that user data is used solely for the purposes described in this policy, posing no harm to users of any age.

### **7. User Rights**

Users have the following rights regarding their data:

- **Access and Update:** Users can access and update their data by logging into their account.
- **Delete Account:** Users may delete their account at any time, permanently removing all personal data from our systems, with reviews being anonymized.

### **8. Third-Party Services**

Bean Trails uses third-party services such as Google Analytics and Google Place APIs to enhance our services. Please review Google's privacy policies for more details on how these services use your data.

## **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and users will be notified of significant changes through our app or website.

## **10. Contact Us**

For any questions, concerns, or requests related to this Privacy Policy, please contact us at [info@beantrails.coffee](mailto:info@beantrails.coffee)