



# Esedu Privacy Policy

**Effective Date: January 22, 2025**

## Who We Are

Esedu ("we", "us", or "our") is a virtual meal benefits platform that connects global teams through food. This Privacy Policy explains how we collect, use, and protect your personal information when you use our platform and services.

## Scope of This Privacy Policy

This policy applies to all users of the Esedu platform, including:

- Team Leads and HR administrators
- Team members receiving meal credits
- Website visitors
- Partnership vendors and service providers

## Personal Data We Collect

### Essential Information

- **Identity Information:** Name, job title, company affiliation
- **Contact Details:** Email address, phone number, work location
- **Payment Information:** Payment method details, transaction history
- **Location Data:** Country and city for local vendor matching

- **Usage Data:** Platform interaction data, credit allocation and redemption history

## Additional Information

- **Technical Data:** IP address, browser type, device information
- **Communication Preferences:** Marketing and notification settings
- **Vendor Information:** For food delivery partners and service providers
- **Team Data:** Organization structure, team member relationships

## How We Use Your Data

We process your data to:

- Facilitate meal credit allocation and redemption
- Match users with local food delivery providers
- Process payments and maintain transaction records
- Provide customer support
- Send important service updates
- Generate analytics for team engagement insights
- Comply with legal obligations

## Legal Basis for Processing

We process your data based on:

- **Contract Performance:** To provide our service
- **Legal Obligations:** For tax, accounting, and regulatory compliance
- **Legitimate Interests:** To improve our services and protect against fraud
- **Consent:** For marketing communications (where applicable)

## Data Sharing

We share data with:

- Food delivery partners (only as necessary for service fulfillment)
- Payment processors
- Cloud service providers
- Analytics services

All third-party providers are bound by strict data protection agreements.

## **International Data Transfers**

Given our global nature, we may transfer data across borders. We ensure appropriate safeguards through:

- Standard Contractual Clauses
- Adequacy decisions
- Other legal mechanisms as required by GDPR and local laws

## **Data Security**

We implement robust security measures including:

- End-to-end encryption for sensitive data
- Regular security audits
- Access controls and authentication
- Secure data centers
- Regular staff training

## **Your Rights**

You have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data

- Object to processing
- Data portability
- Withdraw consent

## **Data Retention**

We retain your data for:

- Active accounts: Duration of service plus 3 years
- Inactive accounts: 2 years after last activity
- Financial records: As required by law
- Marketing data: Until consent withdrawal

## **Cookies**

We use cookies to:

- Maintain your session
- Remember preferences
- Analyze platform usage
- Improve user experience

You can manage cookie preferences through your browser settings.

## **Children's Privacy**

Our services are not intended for children under 16. We do not knowingly collect data from children.

## **Changes to This Policy**

We may update this policy periodically. Significant changes will be notified via email or platform notification.

## **Supervisory Authority**

You have the right to lodge a complaint with your local data protection authority.