

Hashify Privacy Policy

Document	Date	Version	Changes
Privacy Policy	23 rd Mar 2025	1.0	-
Privacy Policy	17 th Oct 2025	2.0	1. Grievance details 2. Block user 3. Report Review 4. Delete Account 5. Deactivate Account
Privacy Policy	12 th Jun 2026	3.0	6. Marketing Communications and User Preferences

Hashify is owned and operated by AVEB Solutions Private Limited (“Hashify”, “we”, “us”, “our”). Your privacy is our priority. This Privacy Policy explains how we collect, use, disclose, retain, and protect your personal data when you use the Hashify mobile application (“App”). This Policy is designed to comply with Indian laws—including the Digital Personal Data Protection Act, 2023 (DPDP Act), the Information Technology Act, 2000, and the Consumer Protection Act, 2019—and aligns with international frameworks such as the GDPR (EU) and CCPA (California).

Information We Collect

We may collect and process the following categories of personal data: Account & identity data: name, mobile number, email address. Content & usage data: uploaded receipts/invoices, product photos, reviews, ratings, comments, likes, bookmarks, follows, in-app actions and preferences. Device & technical data: IP address, device model, operating system, app version, time zone, crash logs, and approximate geolocation (only if enabled by you). Transaction data: payout details, cashback validations, and audit logs related to rewards. Marketing & communication data: communication preferences, consent status, notification tokens, email/SMS/WhatsApp opt-in or opt-out status, campaign interactions, offer clicks, and in-app notification activity. We do not collect irrelevant or excessive data. Sensitive personal data (if any) is collected only with explicit consent and as required by law.

Legal Basis for Processing

We process personal data based on: Consent you provide (clear, specific, and informed). Compliance with legal obligations (e.g., tax, accounting, KYC/AML, regulatory inquiries). Legitimate interests such as improving, securing, and preventing fraud on the App, provided these interests do not override your rights and freedoms. Performance of a contract, to deliver App features you request.

How We Use Your Information

We use personal data to: Create and manage your account and deliver App features. Validate receipts and enable cashback/rewards. Personalize content, communications, and recommendations. Send promotional offers, product updates, reward campaigns, referral campaigns, surveys, newsletters, and other marketing communications through email, SMS, WhatsApp, push notifications, or in-app notifications, only where permitted by law and based on your consent or communication preferences. Detect, investigate, and prevent fraud, spam, or security incidents; enforce our Terms and community rules. Comply with legal obligations and respond to lawful requests. Purpose Limitation: We collect personal data for specific, explicit, and legitimate purposes only and do not reuse it for incompatible purposes without fresh consent or another valid legal ground (see also Section 17).

Sharing and Disclosure

We do not sell personal data. We may share data: With trusted service providers, including payment processors, cloud hosting providers, analytics providers, customer support tools, marketing communication platforms, SMS/WhatsApp/email service providers, and push notification providers, under confidentiality and data-processing terms. With government authorities or regulators when legally required. During a business transfer (e.g., merger, acquisition, restructuring), subject to this Policy's protections. With other users, only as part of public content you choose to post (e.g., reviews). We never share your sensitive or private data publicly.

User Rights

Subject to applicable law (DPDP/GDPR/CCPA), you have the right to: Access and correct personal data. Withdraw consent at any time (some features may no longer work). Request deletion ("right to be forgotten") where data is no longer necessary or consent is withdrawn. Nominate a representative to exercise your rights in case of incapacity or death. To exercise your rights, email hashify_helpdesk@avebsolutions.com. See Section 15 for grievance redressal timelines.

Marketing Communications and User Preferences

We may send you marketing or promotional communications about Hashify features, rewards, campaigns, offers, referral programs, surveys, and partner promotions through email, SMS, WhatsApp, push notifications, or in-app notifications. We will send such communications only where permitted by law and, where required, based on your consent. You may opt out of promotional communications at any time through App settings, unsubscribe links, message instructions, or by contacting us at helpdesk@hashifyapp.com. Opting out of marketing communications will not affect service-related, transactional, security, account, reward, payout, legal, or policy-related communications that are necessary for operating your account or providing Hashify services.

Children's Privacy

Users under 18 years may use the App only with verifiable parental/guardian consent as required by the DPDP Act. If we learn we collected data from a child without proper consent, we will delete it promptly.

Data Security

We implement reasonable security practices and procedures (encryption in transit/at rest where applicable, access controls, employee training, and periodic audits) to protect data from unauthorized access, loss, misuse, or alteration, as required by the IT Act and DPDP Act. No system is 100% secure, but we continually improve our safeguards.

Data Retention

We retain personal data only as long as necessary for the purposes in this Policy or as required by law. Receipt images may be deleted after cashback validation unless you choose to retain them. When data is no longer needed, we delete or anonymize it, subject to statutory retention requirements.

Cross-Border Data Transfer

If data is transferred outside India, we do so in compliance with the DPDP Act—only to countries permitted by the Government of India and with adequate safeguards (e.g., contractual protections).

Grievance Redressal

Grievance Officer: Ms. Sophie. Email: helpdesk@hashifyapp.com . Address: Bloomingdale Road, Nizampet, Hyderabad, Telangana, India – 500072. Acknowledgment: within 24 hours. Resolution: within 15 days. If unsatisfied, you may escalate to the Data Protection Board of India.

Changes to this Policy

We may update this Policy periodically. We will notify you via the App or email. Continued use of the App after updates constitutes acceptance of the revised Policy.

Purpose Limitation (Principle)

We collect and process personal data for specific, explicit, and legitimate purposes only. We do not repurpose your data for incompatible uses without fresh consent or another lawful basis (aligns with GDPR and DPDP).

Data Minimization (Principle)

We collect only the minimum data needed to provide our services (e.g., receipts, identifiers necessary for payouts/verification). We do not collect irrelevant or excessive information.

Advertising and Review Transparency

To comply with ASCI advertising norms, BIS Standard IS 19000:2022, and the Consumer Protection Act, 2019:

Any incentivized review will be clearly tagged as “Rewarded” or “Sponsored”. Users must disclose when a review is incentivized. Undisclosed incentivized reviews may be removed and may result in account penalties.

Global Legal Alignment

Hashify ensures compliance with Indian IT and data protection laws and aligns with GDPR and CCPA principles, including Purpose Limitation, Data Minimization, Informed Consent, and data subject rights.

Review Transparency & Advertising Standards (Further Clarification)

Consistent with Section 14, all user reviews receiving any incentive are prominently marked. This helps prevent misleading advertising and protects consumer interests.

Deactivate Account (Temporary)

What it does: Deactivation hides your profile, posts, reviews, and activity from other users without permanently deleting your data. How to deactivate: Profile → Menu → Deactivate account → select a reason → confirm. Reactivation: Sign back in to reactivate within 45 days. If you need help after 45 days, contact helpdesk@hashifyapp.com. Data during deactivation: We retain account data to allow reactivation and for fraud-prevention and security. Content others interacted with may remain visible, but your identity will be hidden or shown as “Deactivated User” where feasible. Legal basis: Your consent, performance of contract (to restore your account upon request), and our legitimate interests in safety and integrity.

Delete Account (Permanent)

What it does: Permanently removes your profile and most content you provided to Hashify. How to delete: Profile → Menu → Delete account → select a reason → verify via OTP sent to your registered mobile number → confirm. Cooling-off period: After confirmation, your account enters a 15-day cooling-off period. During this time your account is deactivated; you may cancel deletion by signing in or contacting us. After 15 days, deletion is irreversible. What we delete/anonymize: Profile data, posts, reviews, likes, bookmarks, follows, and your side of direct messages. What we may retain (minimum necessary): Records required by law (e.g., invoices/receipt validations, payout and ledger entries, tax/audit logs). Content materially affecting others (e.g., their comments replying to you) may persist, but your identity will be de-identified where feasible. System logs and backups may retain limited data for up to 90 days, then purge on a rolling basis. Rewards & payouts: Pending verifications or statutory payouts may still be processed using the minimum necessary data, and related records retained as legally required. Legal basis: Your withdrawal of consent, legal obligations, and legitimate interests (abuse prevention and audit trails).

Reporting Posts & Content Moderation

What we collect when you report: the reported content/profile identifiers, your user ID, selected reason and any description you provide, device and event metadata (time, app version, IP/device info), and the review outcome.

How we use it: to assess violations of our Terms/Community Guidelines, take action (e.g., removal, age-gating, warnings, account restrictions), improve automated detection, and comply with legal requirements. Disclosure: We do not reveal your identity to the reported user unless required by law. We may share necessary details with trusted moderation vendors or authorities where legally necessary. Retention: Kept only as long as required for investigation, appeals, and legal compliance. Abuse of reporting: False or malicious reporting may lead to feature limits or account action. Legal basis: Legitimate interests (platform safety), legal obligations, and, where applicable, consent.

Blocking Users

Effect: A blocked user cannot follow you, view your profile or posts, comment, like, or message you in the App. They are not notified that you blocked them. Limitations: Blocked users may still see your public content if reshared by others or accessed outside the App (e.g., screenshots). Past public interactions may remain visible to others. Data stored: Your block list (IDs of users you have blocked) to enforce your preference across feeds, search, notifications, and recommendations. Unblock: You can unblock any time in Settings. Legal basis: Performance of contract (provide the feature) and legitimate interests (user safety and experience).

Contact Us

For any questions about this Policy or your personal data—or to exercise your rights—contact: Email: helpdesk@hashifyapp.com

Note: This Policy forms part of the Hashify Terms of Use and Community Guidelines. Where required by law, we will obtain your consent within the App for specific processing operations and provide in-app controls to manage your preferences.