

CHERRYPIQ Privacy Policy

Last Updated: March 2026

Data Controller: CHERRYPIQ Ltd.

INTRODUCTION

CHERRYPIQ ("CHERRYPIQ," "we," "our," or "us") operates a mobile application that helps users discover restaurants, bars, nightlife, and hospitality experiences through personalised recommendations. This Privacy Policy explains how we collect, use, share, and protect personal information when you use the CHERRYPIQ mobile application (the "**App**") and related services.

INFORMATION WE COLLECT

We collect information to provide personalised discovery experiences and to operate the App safely and effectively. Information you provide includes account information such as your name or username, email address, phone number if provided, and login credentials through email or third-party authentication providers such as Apple or Google. We also collect preferences and profile data including food, drink, and nightlife preferences, saved venues, favourites, and optional profile details. If you contact us, we collect communications including support messages, feedback, and survey responses.

INFORMATION COLLECTED WITH YOUR PERMISSION (OPT-IN)

Certain data is collected only with your permission through your device settings. Location data is collected on an opt-in basis and may include precise GPS location while you are using the App and approximate location derived from your device or IP address. This information is used to provide nearby venue recommendations and personalise your experience. You can disable location access at any time through your device settings, although this may reduce app functionality. Push notifications are also opt-in. If enabled, we may send notifications about recommendations, activity, and service updates, and you may disable notifications at any time in your device settings. Access to your contacts is optional and only occurs if you grant permission; if enabled, we may use limited contact data solely to help you find friends on CHERRYPIQ or share venues, and we do not permanently store your full contacts list. Social media access, such as connecting via Facebook, is also optional and governed by your permissions on that platform, and we receive only basic profile information necessary to enable social features.

INFORMATION COLLECTED AUTOMATICALLY

We automatically collect certain usage and technical information when you use the App. This includes usage and behaviour data such as searches performed, venues viewed or saved, interaction patterns, and time and frequency of app use. We also collect device and technical data including device type, operating system, app version, crash reports, diagnostics, and anonymous identifiers where permitted. We may receive limited information from third-party providers including authentication services, analytics providers, and marketing or referral partners where applicable, and we do not purchase personal data from data brokers.

HOW WE USE YOUR INFORMATION

We use personal information to provide personalised venue and experience recommendations, operate and improve the App, maintain account functionality, send service communications and notifications where enabled, respond to support requests, ensure platform security, prevent misuse, and comply with legal obligations. We do not sell personal data.

LEGAL BASES FOR PROCESSING

Where required by applicable law including UK, Swiss, and UAE data protection laws, we rely on legal bases including contractual necessity to provide CHERRYPIQ services, your consent for optional features such as location services, notifications, contacts access, and social media connections, our legitimate interests in improving and securing the App, and compliance with legal obligations.

HOW WE SHARE INFORMATION

We share personal information only where necessary. We use trusted service providers for cloud hosting, analytics, diagnostics, and customer support, and these providers process data solely on our behalf under contractual safeguards. We may disclose information if required by law or to protect the rights, safety, and security of our users or platform. If CHERRYPIQ is involved in a merger, acquisition, or sale, personal data may be transferred as part of that transaction. We do not share personal data with third parties for their own advertising or marketing purposes.

SENSITIVE PREFERENCE DATA

CHERRYPIQ may, with a user's consent, collect and process certain preference information within the App that may be considered sensitive in nature, including but not limited to dietary requirements, allergies, or relationship status. Providing such information is entirely voluntary. This information is used solely to enhance the user experience and improve personalisation of venue recommendations and related features.

Sensitive preference information is visible only to the user who provides it unless the user actively chooses to share it. CHERRYPIQ stores such information securely and implements measures to minimise the risk of unauthorised access. Where possible, data points are anonymised within backend systems so that they are not directly tied to identifiable user accounts. Access to systems that link personal data to specific accounts is restricted and limited to authorised personnel only where necessary for operational, security, or legal purposes.

LOCATION SERVICES

CHERRYPIQ uses location services to provide venue recommendations and location-based features. Users may choose to enable GPS-based location services on their device either for use at all times or only while using the App. Location data is collected only where permission has been granted through the user's device settings. Users may disable location access at any time through their device settings, although certain location-based features may not function properly without it.

THIRD-PARTY APIs AND CONTACT ACCESS

CHERRYPIQ may integrate with third-party services or application programming interfaces (APIs), including services provided by Meta (such as Facebook) and device-level contact lists, to enable certain features such as discovering friends or connecting with existing contacts. Where users choose to enable these features, CHERRYPIQ may collect and process limited information in accordance with permissions granted by the user through the relevant platform. CHERRYPIQ does not control the privacy practices or policies of these third-party services and is not responsible for how such providers collect, use, or process data. Users are encouraged to review the privacy policies of these third-party platforms.

DATA RETENTION

We retain personal data only for as long as necessary to provide services and meet legal and regulatory obligations. If you delete your account, we will delete or anonymise your personal data unless retention is required by law or for legitimate business purposes such as fraud prevention.

YOUR LEGAL RIGHTS

Depending on your location, you may have legal rights including the right to access your personal data, correct inaccurate information, request deletion, restrict or object to certain processing, withdraw consent at any time where processing is based on consent, request transfer of your data to another provider, and request information about automated decision-making. CHERRYPIQ does not use automated decision-making that produces legal or similarly significant effects. If you are located in the United Kingdom, you have the right to lodge a complaint with the Information Commissioner's Office. If you are located in Switzerland, you have rights under the Swiss Federal Act on Data Protection. If you are located in the United Arab Emirates, you have rights under UAE Federal Decree Law No. 45 of

2021 regarding Personal Data Protection. To exercise any rights, you may contact us at info@cherrypiq.com.

PERMISSIONS & CONTROLS

You may control permissions at any time through your device settings, including disabling location access, turning off push notifications, and revoking contacts or social media permissions. Some features of the App may not function properly without these permissions.

SECURITY

We use appropriate administrative, technical, and organisational safeguards designed to protect personal data against unauthorised access, loss, misuse, or alteration. While no system is completely secure, we take reasonable steps to protect your information.

INTERNATIONAL DATA TRANSFERS

Your personal data may be processed in countries outside your country of residence, including outside the United Kingdom, Switzerland, and the United Arab Emirates. Where international transfers occur, we implement appropriate legal safeguards such as Standard Contractual Clauses or equivalent mechanisms to ensure your data remains protected in accordance with applicable law.

AGE ELIGIBILITY

CHERRYPIQ is designed for a general audience and is not specifically directed at children. We do not knowingly collect personal data from children under the age of 13 (or the equivalent minimum age in your jurisdiction). If we become aware that we have collected personal data from a child below this age without appropriate consent, we will take steps to delete that information promptly. If you believe a child has provided us with personal data, please contact us at info@cherrypiq.com.

THIRD-PARTY VENUES

The App provides discovery of third-party venues and services. Their operations and privacy practices are governed by their own policies, and we are not responsible for their practices.

CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. When we do, we will revise the “Last Updated” date and may notify users of material changes within the App or by other appropriate means.

CONTACT US

If you have questions about this Privacy Policy or wish to exercise your rights, you may contact us at info@cherrypiq.com. CHERRYPIQ Ltd. is the data controller responsible for your personal data, and our registered address is 123 Forest Road, Selkirk, UK, TD7 5DD.