

Privacy Policy for Blushh

Effective Date: September 4, 2026

1. Introduction

Welcome to Blushh ("we," "our," or "us"). We are committed to protecting your privacy and ensuring your personal and health data is handled securely. This Privacy Policy explains how we collect, use, store, and protect your information when you use the Blushh mobile application and website (collectively, the "Service").

2. Information We Collect

To provide our Service, we collect the following types of information:

- **Account Information:** Name, email address, password, and date of birth when you create an account.
- **Health & Cycle Data:** Menstrual cycle dates, Basal Body Temperature (BBT), symptoms, pill reminders, and related physiological data you choose to log.
- **E-Commerce & Delivery Information:** Shipping addresses, phone numbers, and order history required to fulfill Cash on Delivery (COD) purchases.
- **Device & Usage Data:** IP addresses, device identifiers, app interactions, and crash reports to improve app performance.

3. How We Use Your Information

We use your data strictly to provide and improve the Blushh experience:

- To calculate and forecast menstrual cycles based on the data you log.
- To process and deliver e-commerce orders via our Cash on Delivery (COD) system.
- To provide personalized daily insights, tips, and exercises.
- To send administrative emails, push notifications, and app updates.

4. Data Sharing and Disclosure

We do **not** sell your personal or health data. We only share data in the following limited circumstances:

- **Service Providers:** With trusted third-party cloud providers (e.g., Amazon Web Services) that host our infrastructure and databases under strict confidentiality agreements.
- **Fulfillment Partners:** Shipping addresses and contact numbers are shared with local courier partners solely to execute your Cash on Delivery (COD) orders.

- **Legal Compliance:** If required by law, regulation, or legal process to protect the rights, property, or safety of Blushh, our users, or the public.

5. Data Security & Storage

We employ industry-standard security measures, including encryption and secure servers, to protect your data. Profile images and content media are securely hosted via cloud storage protocols.

6. Your Rights & Choices

You have the right to access, modify, or permanently delete your personal and health data at any time through the Account Settings module in the app. Upon account deletion, your identifiable health and cycle data will be removed from our active databases.

7. Contact Us

If you have questions about this Privacy Policy, please contact us at: info@blushh.org.

Terms and Conditions for Blushh

Effective Date: September 4, 2026

1. Acceptance of Terms

By downloading, accessing, or using the Blushh application, you agree to be bound by these Terms and Conditions. If you do not agree, please do not use the Service.

2. Strictly Not Medical Advice Blushh is not a healthcare provider.

The cycle predictions, BBT graphs, health tracking features, and daily insights provided by Blushh are for informational and educational purposes only. They do not constitute professional medical advice, diagnosis, treatment, or a reliable method of contraception. Always consult a qualified physician or healthcare provider for medical concerns.

3. E-Commerce and Cash on Delivery (COD)

Blushh offers an in-app product catalog for physical goods.

- **Payment Method:** Currently, all e-commerce transactions within the Blushh app are processed exclusively via **Cash on Delivery (COD)**. No credit card or digital payment information is collected or processed within the app at this time.
- **Payment Obligation:** By placing a COD order, you agree to pay the courier in full (in the local currency) upon delivery of the goods.
- **Order Refusal:** We reserve the right to ban or suspend accounts that repeatedly refuse deliveries, provide invalid shipping addresses, or abuse the COD system.

- **Pricing & Availability:** All product prices are subject to change. We reserve the right to modify or discontinue products without notice.

4. User Accounts & Security

You are responsible for maintaining the confidentiality of your login credentials. You agree to notify us immediately of any unauthorized use of your account. Blushh reserves the right to suspend or terminate accounts that violate these Terms.

5. Acceptable Use

You agree not to:

- Submit false, inaccurate, or misleading information.
- Use the Service for any unlawful purpose.
- Attempt to reverse-engineer, disrupt, or hack the application's infrastructure or underlying algorithms.

6. Limitation of Liability

To the maximum extent permitted by law, Blushh, its founders, and affiliates shall not be liable for any indirect, incidental, or consequential damages resulting from your use of the app, reliance on cycle predictions, health tracking data, or the purchase of products from our catalog.

7. Governing Law

These Terms shall be governed by and construed in accordance with the laws of the United Arab Emirates and/or the Islamic Republic of Pakistan, without regard to its conflict of law provisions.

8. Changes to Terms

We reserve the right to modify these Terms at any time. Continued use of the app after such changes constitutes your consent to the updated Terms.

9. Contact Us

For any questions regarding these Terms, please contact us at: info@blushh.org.