

ZIPIT CRM

Privacy Policy

Effective date: 6 October 2026 | **Version:** 1.0

ZIPIT CRM is a software product operated by **Zipit Logistics LLP**. This policy explains how information is handled when businesses and their authorised users use ZIPIT CRM, including WhatsApp Business messaging and automation features.

Scope and role

ZIPIT CRM provides customer relationship management, WhatsApp Business messaging, approved template management, notifications, follow-ups and business-configured automation features. Depending on how a customer uses the service, Zipit Logistics LLP may process personal data on behalf of the business customer. The business customer remains responsible for deciding why it communicates with its customers and for ensuring that its use of ZIPIT CRM complies with applicable law and platform rules.

1. Information we may process

The information processed depends on the features a business enables and the data it chooses to provide or connect. It may include:

- Business and account information, such as business name, authorised user names, work email addresses and account roles.
- WhatsApp Business Account information, including phone number, business account identifiers and connection status.
- Customer contact details and CRM information uploaded, imported or created by the business.
- WhatsApp conversations, message content and message-related metadata where the business uses inbox or messaging features.
- Approved message templates and related template status information.
- Delivery, read, failure and other message status information received through platform integrations.
- Tags, notes, pipeline data, automation rules and workflow activity created by authorised business users.
- Technical and security information reasonably necessary to operate, troubleshoot and protect the service.

2. Meta and WhatsApp Platform Data

A business may connect its own WhatsApp Business Account to ZIPIT CRM. With that business's authorisation, ZIPIT CRM may receive and process Meta or WhatsApp Platform Data needed to provide requested features, including:

- Sending and receiving WhatsApp messages on behalf of the connected business.
- Displaying conversations in the business workspace or CRM inbox.
- Managing approved WhatsApp message templates.

- Receiving delivery and messaging status updates.
- Running follow-ups, reminders and automations configured by the business.
- Displaying WhatsApp connection and account status information.

ZIPIT CRM does not sell Meta Platform Data. Platform Data is used only to provide and support the connected business's requested CRM and messaging functionality, subject to applicable Meta and WhatsApp terms and policies.

3. Business ownership and workspace isolation

Each customer business uses its own workspace. Businesses retain control of their own WhatsApp Business assets, phone numbers, approved templates, customer information and CRM data. ZIPIT CRM is designed to keep client workspaces logically separated so that one client's data is not intentionally exposed to another client.

4. How information is used

We use information only as reasonably necessary to provide, maintain and protect ZIPIT CRM, including to:

- Provide CRM, inbox, messaging, template, notification and automation functionality.
- Authenticate authorised users and manage workspace access.
- Process message delivery and status information.
- Operate support, troubleshooting and service communications.
- Detect abuse, fraud, security incidents and unauthorised access.
- Maintain service reliability, auditability and platform integrity.
- Meet applicable legal, regulatory or contractual obligations.

We do not use one client's customer data to market another client's products or services.

5. Customer consent and messaging responsibility

Businesses using ZIPIT CRM are responsible for ensuring that they have an appropriate lawful basis, consent or other permission where required before communicating with customers. Businesses must comply with applicable laws and with Meta and WhatsApp requirements concerning opt-in, approved templates, marketing communications, opt-out requests and prohibited content.

ZIPIT CRM must not be used for spam, deceptive messaging, unlawful communications or unauthorised contact with individuals.

6. Sharing and service providers

We do not sell or rent personal data. We may use trusted technology and infrastructure providers where necessary to operate ZIPIT CRM, such as hosting, database, security, communications, analytics, customer support or payment-related providers. Such providers may process information only for the services they provide to us and subject to appropriate contractual or legal obligations.

Information may also be disclosed where required by applicable law, a valid legal process or a lawful request from an authorised authority, or where reasonably necessary to protect rights, safety, security or the integrity of the service.

7. Security

We implement reasonable technical and organisational safeguards appropriate to the nature of the information processed. These measures are intended to reduce the risk of unauthorised access, disclosure, alteration, loss or misuse. Access to business workspaces is restricted to authorised users and is governed by account permissions.

No online service can guarantee absolute security. Businesses should also protect their login credentials, administrator access, connected Meta accounts and devices.

8. Data retention

We retain information only for as long as reasonably necessary to provide ZIPIT CRM, maintain business accounts, fulfil contractual obligations, resolve disputes, protect the service, or meet legal and regulatory requirements. Where information is no longer required, it may be securely deleted or anonymised in accordance with operational and legal requirements.

9. Access, correction, export and deletion requests

Businesses may request access to, correction of, export of or deletion of eligible information associated with their ZIPIT CRM account. A business may also request that its WhatsApp Business Account be disconnected from ZIPIT CRM.

Requests may be submitted through the ZIPIT website Contact Us channel at <https://zipit.co.in/>. We may need to verify the identity and authority of the requester before acting on a request. Requests will be handled within a reasonable period, subject to applicable legal, security and record-retention requirements.

10. End-customer requests

If you are an end customer who received a message from a business using ZIPIT CRM, that business is generally the appropriate first point of contact for requests concerning your customer relationship, messaging preferences or personal data. ZIPIT may assist the business where technically necessary and legally appropriate.

11. Third-party services

ZIPIT CRM may integrate with third-party services, including Meta and WhatsApp. Use of those services is also subject to the third party's own terms, policies and privacy practices. ZIPIT CRM is not responsible for the independent privacy practices of third-party platforms.

12. International processing

Some service providers or integrated technology platforms may process information in locations outside the business user's state or country. Where required, we take reasonable steps to use appropriate contractual, technical or organisational safeguards for such processing.

13. Children

ZIPIT CRM is a business service intended for organisations and authorised business users. It is not designed for children to create or operate business accounts.

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in ZIPIT CRM, technology, law or business operations. The latest version will be published on the ZIPIT website with an updated effective date.

15. Contact

Business	Zipit Logistics LLP
Product	ZIPIT CRM
Registered address	Near City Post Office, Itwari, Nagpur, Maharashtra 440002, India
Website	https://zipit.co.in/
Privacy / data requests	Submit through the Contact Us channel on the ZIPIT website. A dedicated privacy email may also be published once activated.

Implementation note for publication: keep this policy publicly accessible without login, use the same legal business name and registered address as Meta/business records, and ensure the Contact Us route is monitored before submitting the policy URL for platform review.

This document is a business privacy policy draft for ZIPIT CRM and should be reviewed against the company's actual data flows and any applicable legal requirements before publication.