



SMARTMenu – Privacy Policy

Effective Date: 06th April 2026

Company: Tripmap Advertising

Jurisdiction: Sri Lanka



1. Introduction

This Privacy Policy explains how SMARTMenu ("we", "our", "us") collects, uses, processes, stores, and protects personal data when you use our SaaS platform.

This policy applies to:

- Restaurants (Customers)
- End Users (diners accessing QR menus)
- Website visitors

By using SMARTMenu, you agree to this Privacy Policy.

2. Scope of Service

SMARTMenu is a SaaS platform providing:

- QR-based menu access
- Order management systems
- Menu administration tools

SMARTMenu does NOT:

- Process payments
- Deliver food
- Control restaurant operations

3. Information We Collect

3.1 Customer (Restaurant) Data

- Business name
- Contact person name
- Email address
- Phone number
- Billing details
- Account credentials

3.2 End User Data (Diners)

- Device type
- Browser type
- IP address
- Session activity
- Order interaction data (not payment)



3.3 Technical Data

- Logs
- Error reports
- Performance metrics
- API usage

3.4 Cookies & Tracking

We use cookies for:

- Session management
- Analytics
- Performance tracking

Users can manage or opt out of non-essential cookies at any time through their browser settings or our cookie preference center. Disabling certain cookies may affect platform functionality. Our website uses a cookie consent banner to obtain your consent before setting non-essential cookies.

4. Legal Basis for Processing

We process data based on:

- Contractual necessity (providing the Service)
- Legitimate interests (system improvement, security)
- Legal obligations
- User consent (where required)

Where processing is based on consent, you have the right to withdraw your consent at any time. To withdraw consent, please contact us at [Insert Email] or use the unsubscribe/opt-out mechanism provided in any communications. Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

5. How We Use Data

We use data to:

- Provide and operate the Service
- Manage accounts
- Improve performance
- Monitor system health
- Prevent fraud and abuse
- Communicate with customers

6. Data Sharing

We do NOT sell personal data.



We may share data with:

- Hosting providers
- Analytics providers
- Infrastructure vendors
- Legal authorities (when required)

All third-party vendors are bound by formal Data Processing Agreements (DPAs) that require them to protect personal data in accordance with applicable data protection laws and this Privacy Policy. We conduct due diligence on all third-party processors before engagement.

7. Data Retention

We retain data:

- As long as the account is active
- As required for legal/compliance purposes
- For backups and disaster recovery

Data may be deleted upon request, subject to legal obligations.

8. Data Security

We implement:

- Encryption in transit (HTTPS)
- Access controls
- Monitoring and logging
- Secure infrastructure practices

However, no system is 100% secure.

9. International Data Transfers

Data may be processed outside Sri Lanka depending on infrastructure providers.

Users consent to such transfers by using the Service.

10. User Rights

Under the Sri Lanka Personal Data Protection Act No. 9 of 2022 (PDPA) and applicable data protection laws, users may exercise the following rights:

- **Right to Access** – Request a copy of the personal data we hold about you.
- **Right to Rectification** – Request correction of inaccurate or incomplete personal data.
- **Right to Erasure** – Request deletion of your personal data, subject to legal obligations.



- **Right to Restriction** – Request that we restrict the processing of your personal data.
- **Right to Data Portability** – Request your personal data in a structured, commonly used, machine-readable format to transfer to another service provider.
- **Right to Object** – Object to the processing of your personal data where we rely on legitimate interests as the legal basis. We will cease processing unless we can demonstrate compelling legitimate grounds that override your rights.
- **Right to Withdraw Consent** – Where processing is based on consent, withdraw it at any time without affecting prior lawful processing.

To exercise any of these rights, please submit a written request to: [Insert Email]. We will respond within 30 days of receiving your request.

11. Customer Responsibility

Restaurants (Customers) are responsible for:

- Any personal data they collect from diners
- Compliance with local laws (GDPR, PDPA, etc.)
- Privacy notices to their customers

SMARTMenu acts only as a data processor for such data.

12. Children's Data

SMARTMenu is not intended for children under 13. We do not knowingly collect such data.

13. Breach Notification

In the event of a personal data breach, we will:

- Investigate the breach immediately upon discovery
- Notify the relevant supervisory authority within 72 hours of becoming aware of the breach, where feasible and as required by law
- Notify affected individuals without undue delay if the breach is likely to result in a high risk to their rights and freedoms
- Maintain a record of all data breaches, including their effects and remedial actions taken

14. Changes to This Policy

We may update this policy at any time. Updates will be posted on our website.

15. Contact Information

For general privacy inquiries or to exercise your rights, please contact us:



Email: hello@smartmenu.lk

Company: Tripmap Advertising

Address: 109/9, Hokandara South, Hokandara, Sri Lanka.

16. Governing Law

This Privacy Policy is governed by the laws of Sri Lanka.

CONFIDENTIAL