

MeadKonekt app — Privacy Policy

Meaders Feeds Ltd

Route Riche Terre, Riche Terre Rd, Port Louis, Mauritius

General enquiries: sales@meadersfeeds.com

Technical support for the app: support@artover.com

Version 1.5 — effective 2026-10-01

1. Who we are

Meaders Feeds Ltd is the data controller for the personal data described here. We can be reached at Route Riche Terre, Riche Terre Rd, Port Louis, Mauritius, or at sales@meadersfeeds.com.

This policy explains what the MeadKonekt app collects, why, who can see it, and what you can do about it. We handle personal data in line with the Mauritius Data Protection Act 2017.

2. What we collect

Details you give us

- your name, email address and mobile number;
- your farm's district or address, where you provide it;
- your password, stored only as a cryptographic hash — we never see it.

Records you enter about your flocks

- placements: farm and house name, bird type and breed, number of birds, placement date;
- daily or weekly entries: average weight, cumulative feed intake, mortality, and your remarks;
- for layers: egg weight, lay percentage, light hours and water intake.

Collected automatically

- a notification token identifying this installation, if you switch push notifications on;
- your language choice;
- the times your account signs in and the changes made to your records, which are kept in an activity log so we can answer questions about who changed what;
- usage analytics: which screens are opened and which actions are taken (a flock created, an entry recorded, an article read), with your role and language. This carries **no name, email, phone, farm or house name and no remarks**, and is not linked to your account identifier, so it cannot be traced back to you. Switch it off at any time under *Account* → *Privacy & Security* → *Share usage data*.

3. Why we use it, and on what basis

Purpose	Basis
Giving you an account and keeping your flock records	Performance of our agreement with you
Showing how your flocks compare with breed standards, and alerting you when one falls behind	Performance of our agreement with you
Letting the Meaders technical adviser assigned to you see your flocks and help you	Our legitimate interest in supporting our customers
Sending you push notifications about your flocks and about Meaders news	Your consent, which you can withdraw at any time in the app
Keeping an activity log of changes	Our legitimate interest in the security and integrity of the service
Understanding which parts of the app are used, to improve it	Your consent, withdrawable in Privacy & Security
Meeting legal and accounting obligations	Legal obligation

We do not sell your personal data, and we do not use it for advertising.

4. Who can see it

- **You**, on any device where you sign in.
- **The Meaders sales representative or agronomist assigned to your farm**, who can see the flocks of the farmers assigned to them, and can enter or correct data on your behalf.
- **Meaders administrators**, who can see farmer accounts and flock data in order to run the service.
- **Our technology providers**, who process data on our instructions: Google (Firebase — authentication, database, push delivery and usage analytics) and our own server, operated on our behalf, which stores the images shown in the app.

We disclose data to anyone else only where the law requires it.

5. Where it is stored

Account and flock data is held in Google Firebase. Images shown in the app are served from a server operated for Meaders. Data may therefore be processed outside Mauritius, under contractual terms requiring an appropriate level of protection.

Your entries are also stored on your own device so the app works offline, and are uploaded when a connection is available.

6. How long we keep it

We keep your account and flock records for as long as your account is open, and for up to 24 months afterwards so that records can be restored if an account is closed by mistake and so we can meet accounting and legal obligations. Activity log entries — the record of sign-ins and changes — are kept for 3 months and then deleted automatically.

When you ask to delete your account it is scheduled rather than erased at once: nothing is removed for 5 days, and signing in again within that time cancels the request and leaves everything as it was. After 5 days your profile, your flocks, every entry and your login are permanently deleted, other than anything we must keep by law.

7. Your rights

You may ask us to:

- give you a copy of your personal data — the app exports your finished flocks from *Batch History* → *Download Batch Data*, and everything, your profile included, from *Account* → *Delete my account* before you confirm;
- correct anything inaccurate — you can edit your profile and your entries in the app;
- delete your data — *Account* → *Delete my account*, which takes effect 5 days later so a tap made by mistake can be undone;
- restrict or object to how we use it, and withdraw consent for push notifications at any time in *Account* → *Notifications*.

Write to sales@meadersfeeds.com to exercise any of these. We will respond within the time the law allows.

If you are not satisfied, you may complain to the Data Protection Office of Mauritius.

8. Push notifications

If you turn on notifications, we store a token identifying this installation so we can send alerts about your flocks and Meaders news. Turning notifications off in the app removes that token. You can also turn them off in your phone's settings.

9. Children

The app is intended for people running a poultry business and is not directed at children under 16. We do not knowingly collect their data.

10. Changes

We may update this policy. The current version is always in the app under *Account* → *Privacy Policy*, with its version number and effective date at the top.

11. Contact

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