

Friym - FIDEVO GROUP SAS

Privacy Policy - v3.0 - effective since 2026-07-21

Privacy Policy

Before you scroll through this document, please read this first

It's difficult to write a privacy policy that works for everyone. Most Friym users want something short and easy to understand. We'd like to say everything in a few lines, but our legal obligations require us to spell certain things out in detail.

With that in mind, we've written this document as simply as we could, so you can understand and stay in control of the information we collect, how we use it, and the situations in which it may be shared.

If you don't want to read the whole document, here's what matters most:

Your private messages are not end-to-end encrypted

[Find out why and how we protect them](#)

We collect certain data about you

[Find out what we collect and why](#)

Partner providers process your payments

[Find out who we share data with](#)

We never use your data for external advertising

[Find out how we use it](#)

You stay in control of your data

[Find out about your rights and how to exercise them](#)

Questions?

[Find out how to contact us](#)

Executive summary

- **1. Who we are** - Friym is operated by FIDEVO GROUP SAS, a Beninese company registered in Porto-Novo.
- **2. Data we collect** - Your account, your profile, your content, and, if you sell, your identity.
- **3. How we protect your data** - We apply standard industry practices: secure connections, restricted internal access, private storage of identity documents.
- **4. About messaging** - Your private messages are not end-to-end encrypted, which allows us to keep the platform safe and moderated.
- **5. How we use your data** - To run the service, process your transactions, and meet our legal obligations. Never for external advertising, never sold.
- **6. How long we keep your data** - As long as your account is active, then 30 days after deletion, except where the law requires longer retention.
- **7. Who we share data with** - With a limited number of providers necessary for the service (payments, hosting). Never sold or rented to third parties.
- **8. Your rights** - You can access, correct, or delete your data at any time by writing to us or from the app's settings.
- **9. Selling on Friym (identity verification)** - To activate a shop, you need to prove who you are through identity verification.

- **10. Community guidelines** - No illegal, misleading, hateful, or fraudulent content. Pages that break the rules receive progressive warnings, up to suspension.
 - **11. Requests from authorities** - We respond to valid legal requests, and we try to inform you when the law allows it.
 - **12. Minors** - Friym is accessible from age 13, with a legal guardian's authorization required between 13 and 17.
 - **13. Changes to this policy** - We may update this document. Any significant change will be notified to you in advance.
 - **14. Contact us** - All our contact addresses depending on your request (privacy, security, legal, reporting, appeals).
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1. Who we are

Friym is operated by **FIDEVO GROUP SAS**, a Beninese company registered under number RB/PNO/25 B 6467, Porto-Novo, Republic of Benin.

2. Data we collect

- **At sign-up:** your email or your Google/Apple account, your username.
 - **Your profile:** photo, bio, display name - all optional and editable.
 - **Your content:** what you post (posts, comments, messages, media).
 - **Technical data:** your IP address at the time of connection, your device type, and the information needed for the app to function properly and securely.
 - **If you activate a shop:** your ID document, your full name, and your Mobile Money information, to verify that you are who you say you are before letting you sell.
 - **Payments:** Friym never stores any banking data. Payments are processed by our partner providers (notably PawaPay).
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3. How we protect your data

We apply standard industry practices: secure connections, passwords never stored in plain text, internal access limited to the team that needs it, identity documents stored privately and never publicly accessible.

No online service is 100% invulnerable. Should an incident ever affect your data, we commit to informing you within a reasonable timeframe.

You can report a security vulnerability to security@friym.com.

4. About messaging

Unlike some messaging apps, messages exchanged on Friym are not end-to-end encrypted: they are therefore not unreadable to us. This choice allows us to better ensure the platform's safety and moderation - for example, to detect

fraud, abuse, or respond to a report. Access to this data remains strictly limited internally and governed by the rules described in this document.

5. How we use your data

We use your data to run your account and your feed, process your orders if you buy or sell, verify your identity if you activate a shop, ensure the safety of the service and prevent fraud, send you service-related notifications, and meet our legal obligations (including tax obligations).

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

6. How long we keep your data

Your data is kept as long as your account is active. If you delete it, your personal data is erased within 30 days, except for what the law requires us to keep longer - notably shop identity-verification information, kept for 5 years even after the profile is deleted.

7. Who we share data with

We share your data with a limited number of providers necessary for the service: our payment providers (notably PawaPay and, as a backup, Flutterwave) and our hosting providers. We do not sell or rent your data to third parties for commercial purposes.

8. Your rights

You can access, correct, or request deletion of your data by writing to privacy@friym.com. You can also delete your account yourself from the app's settings. We respond within 30 days.

9. Selling on Friym (identity verification)

Only page-type profiles can activate a shop, and only after completing identity verification (ID document + selfie). Until this verification is validated, you can showcase your products but not yet sell.

The full rules governing sales (commission, payout, delivery, refunds, disputes) are detailed in our **Terms of Service**.

10. Community guidelines

It is forbidden to post content that is illegal, hateful, misleading, or fraudulent, that harms others, or that impersonates someone's identity.

Page-type profiles are subject to a system of progressive warnings (from a simple warning up to full suspension of the page in case of repeat or serious violations). Personal profiles may be subject to a warning, a temporary restriction, or, in the most serious cases, account suspension.

You can report content or behavior directly from the app, or at report@friym.com. Any sanction may be appealed in writing to appeals@friym.com within 30 days.

11. Requests from authorities

Friym may be required to share some of your data with a competent judicial or administrative authority, as part of a valid legal procedure that is written and precisely justified. We never respond to an informal request.

In the event of imminent danger to a person's life, an emergency request may be processed within 24 to 48 hours, provided it is made by a competent authority and duly justified.

Unless legally prohibited from doing so, we make an effort to inform the user concerned that such a request has been received and processed regarding them.

Any request of this kind must be sent to legal@friym.com.

12. Minors

Access to Friym is reserved for people aged at least 13. Between the ages of 13 and 17, authorization from a legal guardian is required.

13. Changes to this policy

We may amend this policy to reflect changes to the service or to our legal obligations. Any significant change will be notified to you through the app, with reasonable notice before it takes effect.

14. Contact us

Personal data Email: privacy@friym.com

Security Email: security@friym.com

Legal questions Email: legal@friym.com

Reporting content Email: report@friym.com

Appealing a sanction Email: appeals@friym.com

Address FIDEVO GROUP SAS, Porto-Novo, Republic of Benin