Account Deletion & Data Retention Policy

Yup For It · for people who use the app, the web app and the website · version 0.5.0 · dated 17 November 2026 · DRAFT for review by a lawyer before use.

How to delete your Yup account or part of your data, what happens and when, what we keep and why, and how to get a copy of your data first. It applies in every country where Yup is offered. This policy is part of our Privacy Policy. Anything in square brackets is still to be decided.

1. Two ways to delete your account

Where	Steps
In the app or the web app	YOU, then Privacy & controls, then Delete account. Read what happens and confirm with "Delete my account".
On our website, without the app	Go to yupforit.com/delete-account. Enter the mobile number you signed up with; we send it a 6-digit code by SMS, which works for 5 minutes. Enter the code, tick "I understand this cannot be undone" and press "Delete my account". The page shows a short reference: quote it if you contact us about the request. It does not identify you.

You need the phone with your number on it, because the code proves the account is yours. On the website, your number goes only to our server, inside the request: never in the web address, never stored in your browser, and never logged.

A suspended account cannot be deleted on the website. Write to the Grievance Officer at support@yupforit.com and we will handle the request. If you cannot receive the code, for example because you lost your number, write to the Grievance Officer too: we may ask for other proof that the account is yours.

2. Before you delete

- **Download your data first** if you want a copy (section 7). After deletion it cannot be made.
- **Cancel Yup+ in the store** (Google Play or the App Store). Deleting your account does not stop the store's billing.
- **Finish or cancel open bookings.** A place loses your contact details as soon as your account is closed.
- **Save what you want to keep** from chats and stories. Your own photos and voice notes leave them at once.

3. What happens, and when

When	What happens
Right away	You are signed out on every phone and in the web app, and notifications stop. Your name, photo, interests, gender, birthday, YUP Profile picks, profile and settings are cleared. Location turns off, so your current rough area, when your current city began and your home city are deleted. Your live YUPs are withdrawn: any match goes on without you, and nobody learns why. You leave everyone's people lists, and your invite links stop working. Also deleted at once: your linked Google or Apple

When	What happens
	sign-in, your contact code, your city waitlist entry, your connected calendar and its busy times, your "About time" cards, your circles, your ID check and requests for a review, your Yup+ watches and repeating plans, what you were shown of sponsored suggestions, your help feedback, the contact details you shared with places, your chat photos, voice notes and reactions, and your moments in every story (a story you started stays for its other members, without your moments). Your open questions to your people are closed and deleted.
Within 30 days	Everything else linked to your account is erased for good: your YUP history, matches, plans and answers, your call history, your friends nearby alerts, the YUPs you shared with "Tell my friends" (they stop showing at once), your saved Discover ideas, your birthday alerts and cards, devices and sign-ins, your Yup+ subscription records, your Yup agent and the rest of your community history. Your account is also taken out of other people's lists (such as a friend's "YUP with" choice, a circle or an "About time" card). Chat messages are already deleted 7 days after each plan.
Up to 35 days	Encrypted backups that may still hold old copies roll over and are gone.

Signing in with the same number later starts a new, empty account.

4. What we keep after deletion, and why

What stays	Why	For how long
A record that a deletion was asked for and when it finished, without your name or number	To show that we did what you asked, as the DPDP Act and other data protection laws expect	[3 years]
Safety reports other people made, with the message they reported. They no longer point to your account	To keep people safe and to answer the police if they ask	[2 years]
The security log: actions with ids and codes only, never content	Security, and the logs the DPDP Rules and the CERT-In directions ask for	1 year
Invoice lines of completed bookings, and payment, refund and payout amounts, without your name or number	Tax and accounting law	For as long as tax and company law require [8 years]
Weekly totals of everyone, with no person, place or activity	Knowing whether Yup works	Kept

The stores (Google Play, the App Store) and the payment gateway (Razorpay) keep their own records of purchases and payments under their own policies and the law. YouTube keeps what its player collected when you played a video, under Google's Privacy Policy.

5. Deleting part of your data, and keeping your account

What	How
Your YUP history	Privacy & controls, then Delete my YUP history. The words of every closed YUP are erased at once and leave your list. Live YUPs stay until you withdraw them.
A story moment, or a whole story you started (when on)	Open the story: leave your moment out, or delete it. The creator can delete the whole story.
A memory, or all of them (Yup+, when on)	Delete it from Memories.
An idea you saved in Discover	Tap its heart again.
What your Yup agent knows (when on)	You, then My Yup agent: delete one fact, or choose "Forget everything".
Calendar busy times (when on)	Privacy & controls, then Connected sources, then disconnect. Deleted at once.
A linked Google or Apple sign-in	Privacy & controls, then Linked accounts, then unlink.
The city waitlist	Privacy & controls: leave the waitlist.
Your location, rough area and home city	Privacy & controls, then Location: Off. Your rough area, when your current city began and your home city are deleted at once.
Friends nearby (when on)	Turn it off or pause it in the app's settings. Your area is no longer used for it.
Telling friends about your birthday	Turn off "Tell friends about my birthday".
Being found by your number	Privacy & controls: turn off "Let people who have my number find me".
Your ID check (when on)	Remove your verification in Around you. Meeting verified people nearby turns off.
Your profile, gender, birthday and YUP Profile picks	Edit them at any time in YOU.

6. How long we keep your data

We keep data only as long as it is needed, then delete it automatically. Clean-up jobs run every hour, and every 6 hours for the long periods. Because of the 12-month limit, Memories, "happened together" and your data download reach back one year.

Data	Kept for
The text of a YUP, its meaning and the friends or circle you chose	30 days after the YUP closes, or at once when you delete your YUP history
YUPs, matches, plans and "did it happen?" answers	12 months after their time; after that only weekly totals of everyone, with no person, place or activity
A YUP you shared with "Tell my friends"	31 days, or with your account
The optional note on a "did it happen?" answer	90 days
Plan chat, with its photos, voice notes and reactions	Until 7 days after the plan; your own photos, voice notes and reactions at once if you delete your account
Call history	A call in a plan's chat: with the chat, until 7 days after the plan. A call between friends: 31 days after it ended. Calls themselves are never recorded
Stories and their moments (when on)	Until the creator deletes the story, and at most 12 months after the plan; your own moments at once when you delete them, leave the plan or close your account
Birthday alerts and greeting cards	400 days
Ideas you saved in Discover	Until you remove them, or with your account
Home cards	7 days
Notifications	30 days
Sign-in sessions	30 days after they end
Invites	Valid 14 days; removed 90 days after that

Data	Kept for
Your current rough area, when your current city began, and your home city	While location is on; replaced as you move; deleted at once when you turn location off or close your account
Friends nearby alerts (when on)	31 days, or with either person's account
City waitlist	Until the city opens, you leave the list, or you delete your account
Linked Google or Apple sign-in	Until you unlink it or delete your account
Contact code of your own number	While your account exists
Your profile (name, photo, interests, city, occupation, bio, gender, birthday and your YUP Profile picks)	Until you change it, or until you close your account (cleared at once)
Circles and their people	Until you delete the circle; a person leaves it when your connection ends; all of it with your account
The friend who linked two people (friends of friends)	90 days after the match
"About time" cards	90 days
Questions to your people	30 days after the question closes or ends
Calendar busy times	A day after they end; replaced at every sync; at once when you disconnect
What you were shown of sponsored suggestions	8 days
Your Yup agent and what it knows	Until you choose "Forget everything", or with your account
Your agent's plans, answers and bill shares	90 days after the plan (a paid share still owed a refund stays until it is refunded)
Yup+ watches and repeating plans	Until you stop them (a stopped repeat goes after 90 days); all with your account

Data	Kept for
Yup+ subscription and its history	Until your account is erased (the store keeps billing until you cancel in the store)
Booking taps and "booked?" answers	13 months
The first name and number you shared with a place	Wiped 30 days after the plan, or at once if you delete your account
Bookings that did not happen (declined, cancelled, expired, no-show)	13 months
Completed bookings	Kept with their invoice line for our accounts; you are forgotten from them after 13 months
Who paid a payment	13 months after the booking; after that the amounts stay for our accounts without you
Ratings of a place	13 months, or at once with your account
Who met whom through verified people nearby	90 days after the match
No-show answers; requests for a review	180 days (a request: 180 days after the answer)
ID checks	A verified check until you remove it or delete your account; a failed one 180 days
A moderator's pause record	A year after its last change, once the pause is over
Help feedback and problem reports	12 months, or at once with your account
Safety reports, with the copy of reported media	[2 years]
Records of AI calls (codes only)	180 days
Security log (ids and codes only)	1 year

Data	Kept for
Record of a data request (a download or a deletion), without your name or number	[3 years]
Your consents	[the account's life plus the period set by counsel]
Your account after you delete it	Closed at once (signed out everywhere; name, photo, profile, rough area and settings cleared; gone from everyone's people lists); everything else erased after 30 days
Backups	Point-in-time copies 14 days; snapshots up to 35 days

Records with nothing about people (weekly totals, campaign totals, the history of app releases) are kept.

7. Get a copy of your data

1. In the app, go to YOU, then Privacy & controls, then Download my data.
2. It is usually ready within a minute. Tap "Open my data" to open it in your browser.
3. The file (in a standard, machine-readable format) is ready for 24 hours, then deleted. You can ask for a new copy up to 3 times a day.

The copy holds everything Yup keeps about you from the last 12 months: your profile and settings, your consents, your people and circles, your YUPs, the matches and plans you were in, your own chat messages while the chat exists, your calls, your story moments, your friends nearby choices and alerts, your birthday cards, your answers, bookings and payments, Yup+ records, what your agent knows, your community history and more. A photo or voice note itself stays in its chat or story; the copy lists it. It never includes other people's YUPs or answers.

8. Questions and complaints

Write to the Grievance Officer, [grievance officer name], at support@yupforit.com or 802/D, Status 1, Manilaxmi CHS Ltd., Opp. Doordarshan, Thaltej, Ahmedabad, Gujarat 380054, India. We acknowledge within 24 hours and answer within 15 days. If you are not satisfied, you can complain to the Data Protection Board of India, or to the data protection authority of the country where you live. If you live outside India, section 15 of our Privacy Policy lists the further rights your own law gives you, such as erasure and portability under the GDPR and the UK GDPR, and deletion under the California Consumer Privacy Act.

This policy is written in English; a translation is for convenience only, and the English text applies if they differ.