

PUREFY Privacy Policy

PUREFY is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, store and protect your personal information in accordance with the General Data Protection Regulation (GDPR) when you use our website.

Topics:

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What data do we collect?

We collect the following personal data to enhance your PUREFY experience:

- Personal identification information (Name, email address, phone number, etc.)
- User Account Information: (Username, Secure Password, etc.)
- Mood and Habit Data: PUREFY collects data related to your selected moods, habits and challenges to provide personalized content and recommendations.
- Group Challenge Data: If you participate in group challenges, we collect data related to your challenge progress and interactions with other users.
- Location Data

How do we collect your data?

You directly provide PUREFY with most of the data we collect.

- Direct User Input: Information directly provided by user when using features like mood picker, habit tracker, challenges/group challenges, etc.

- Automated Technologies: Cookies and similar technologies to collect data about your device and usage patterns.

Why is your data collected?

PUREFY uses your data for the following purposes:

- Personalization: To tailor the website's content based on your preferences and habits.
- Communication: To send notifications, updates and relevant information about challenges and achievements.
- Improvement: To analyze usage patterns and enhance our features.

How do we store your data?

PUREFY securely stores your data on our servers based in Birmingham, UK with industry-standard security measures to protect against unauthorized access or disclosure.

PUREFY will keep your data until the end of July 2024, until the end of the assessment period. Once this time period has expired, we will delete your data.

Marketing

PUREFY does not use your personal data for marketing purposes.

What are your data protection rights?

PUREFY would like to make sure you are fully aware of your data protection rights. Every user is entitled to the following:

The right to access - You have the right to request PUREFY for copies of your personal data that it holds onto.

The right to rectification - You have the right to request that PUREFY correct any information you believe is inaccurate. You also have the right to request PUREFY to complete information you believe is incomplete.

The right to erasure - You have the right to request that PUREFY erase your personal data under certain conditions.

The right to restrict processing - You have the right to request that PUREFY restrict the processing of your personal data under certain conditions.

The right to object to processing - You have the right to object to PUREFY's processing of your personal data under certain conditions.

The right to data portability - You have the right to request that PUREFY transfer the data that we have collected to another organization or directly to you under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: ajj223@student.bham.ac.uk

What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our website, we may collect information from you automatically through cookies or similar technology.

For further information, [click here](#).

How do we use cookies?

PUREFY uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

What types of cookies do we use?

There are several different types of cookies, however PUREFY only uses:

- Functional Cookies - PUREFY uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and the location you are in.

How to manage your cookies

You can set your browser not to accept cookies and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The PUREFY website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy policy

PUREFY keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 4 March 2024.

How to contact us

If you have any questions about PUREFY's privacy policy, the data we hold onto or you would like to exercise one of your data protection rights, please do not hesitate to contact us through any of the following emails:

ajj223@student.bham.ac.uk

axl276@student.bham.ac.uk

sxd279@student.bham.ac.uk

axb1779@student.bham.ac.uk

pxx276@student.bham.ac.uk

axd330@student.bham.ac.uk

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that PUREFY has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Phone: 0303 123 1113

Address: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF