

## **Privacy Policy**

**Effective Date: 10/29/2025 Developer: Ejaz Company**

The Nua application ("the App") is owned by Ejaz Company and developed by MZN Company ("we," "us," "our").

We at Nua ("the App," "we," "us") are committed to protecting the information you share with us. This policy explains how we collect, use, process, and share the information we obtain through our application, which is necessary to provide you with fitness and nutrition services.

### **1. Information We Collect**

We collect the following data to provide a personalized experience for fitness and nutrition tracking:

#### **A. Identity and Registration Information:**

- **Basic Data:** Name, profile picture, email address, OTP activation code, date of birth, and gender.

#### **B. Health and Fitness Data:**

- **User Profile Data:** Weight, height, physical activity level, primary health goal (e.g., weight loss, muscle building), and dietary restrictions/preferences.
- **Body Metrics Data:** Body Mass Index (BMI), body fat percentage, and muscle mass (collected from third-party devices).
- **Activity Data:** Step count, distance traveled, calories burned, and exercise details.
- **Biometric Data:** Resting and active heart rate, etc., blood oxygen saturation (SpO2), and respiratory rate.
  - Blood pressure data is collected only when the user activates integration with Huawei Health Kit or compatible measurement devices, for the purpose of displaying general health indicators in the user's dashboard, without using this data for diagnosis or medical decision-making.
- **Nutrition Data:** Meal logs, calories and macronutrients consumed, and photos/voice inputs used for AI food analysis and others.
- **Sleep Data:** Sleep duration and stages.

#### **C. Usage and Device Data:**

- **Device Data:** Device type, operating system, unique device identifiers, and language settings.
- **Technical Data:** Internet Protocol (IP) address, server logs, on-screen taps within the app, and synchronization with health apps and devices.

#### **D. Third-Party Integration Data:**

- We collect the aforementioned data through our integration with platforms such as Apple HealthKit, Google Fit / Health Connect, Samsung Health, Huawei Health Kit, and InBody devices. This collection only occurs with your explicit consent when you link these services.

## 2. How We Use Your Information

We use the information we collect primarily for the following purposes:

- **Service Provision and Personalization:** To create personalized fitness and nutrition plans for you, provide insights into your health, and track your progress.
- **Device Integration:** To synchronize your health and fitness data from your connected devices and display it in your dashboard.
- **Service Improvement:** To analyze how the app is used and improve its features (such as the accuracy of AI food analysis).
- **Communication:** To send push notifications, motivational messages, or to respond to your inquiries.
- **Subscriptions and Billing:** To process in-app subscription payments.

## 3. Information Sharing and Disclosure

Your privacy is our priority, and we do not sell your personal data. We may share your information in the following cases:

- **With Service Providers:** With companies that provide services on our behalf (e.g., data hosting, usage analysis, AI food tracking services). These providers are obligated to maintain the confidentiality and security of the data. We also ensure that our contracts with these providers impose a strict limited use standard, which prohibits them from selling or using your data (including derived data) for advertising, marketing, or credit-scoring purposes.
- **Integration with Health Platforms:** With platforms like Apple HealthKit, Google Health Connect, Samsung Health, Huawei Health Kit, and others when you activate the synchronization feature.
- **To Meet Legal Requirements:** When disclosure is required by law or a court order.
- **Your Consent:** We may share your information for any other purpose with your explicit consent.

### Cross-Border Data Transfer

As we have chosen the laws of the Kingdom of Saudi Arabia as the governing law, the transfer of sensitive personal data (such as biometric and nutrition data) outside the Kingdom is carried out in accordance with Article 29 of the Saudi Personal Data Protection Law (PDPL). This includes applying one of the approved safeguards, such as Standard Contractual Clauses, conducting necessary transfer risk assessments, and ensuring we obtain your explicit consent for this transfer.

## **4. Data Security and Retention**

We take reasonable technical and administrative security measures to protect your data from unauthorized access, modification, or disclosure. Data is stored in secure and encrypted environments. We will retain your data as long as your account is active, as necessary to provide services to you, or to comply with our legal obligations.

## **5. Your Privacy Rights**

You have the right to:

- **Access Your Data:** Request a copy of the personal data we hold about you.
- **Correct Your Data:** Request modification or updating of inaccurate or incomplete information.
- **Delete Your Data:** Request the complete deletion of your account and personal data.
- **Withdraw from Synchronization:** Withdraw your consent to data collection from third-party devices at any time.
- **Right to Data Portability:** Request the transfer of your personal data in a structured, commonly used format to another data controller.
- **Right to Limit Use and Disclosure:** Request the limitation of the use and disclosure of your collected sensitive personal data as permitted by law.

## **6. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at:

**Ejaz Company**

**Official Email:** support@mzn.dev