Privacy Policy

CrunchCure

Last Updated: July 7, 2020

This privacy policy contains information on how CrunchCure ("we", "us", "our", or "company") collects, processes and stores data. It incorporates the processing of data for both the web-based application and the mobile application (both referred to as "Application", or "Applications" if combined). Through both Applications we enable users to examine a variety of health metrics pertaining to the user in comparison with other health metrics or publicly available data. We create a community where users who strive for improved lifestyles or believe in the "quantified self" develop, share and benefit one another through publicly available Crunchies developed by the community itself.

The purpose of this document is not to ensure conformance to privacy regulations, but to provide full transparency to users ("you", "your") and stakeholders. We believe relationships are built on mutual trust. The Privacy Policy explains how and why information is collected, processed, stored and protected. Furthermore, an elaboration is provided on how users are enabled to retrieve (personal) data pertaining to the user or delete data.

Before using the application or submitting any personal data to us, be sure to review this Privacy Policy carefully and contact us if you have any questions. By using the application you agree to the practices described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not access the application or otherwise use the Application.

Information we collect and how we use it
Two types of data are collected of the user: (1) personal data and (2) observational data.

According to the Art. 4(1) of the General Data Protection Regulation (GDPR), a European Union (EU) and European Economic Area (EEA) data protection regulation incorporated in EU law on data protection and privacy, the term *personal data* refers to "any information which are related to an identified or identifiable natural person." Hereafter, it will be referred to as "Personal Data". Furthermore, the following is important to note: "The data subjects are identifiable if they can be directly or indirectly identified, especially by reference to an identifier such as a name, an identification number, location data, an online identifier or one of several special characteristics, which expresses the physical, physiological, genetic, mental, commercial, cultural or social identity of these natural persons." For the collection, processing and storage of personal data, the regulations of the GDPR are adhered to.

Personal Data is collected, processed and stored in the process of using the Application, account signup, sharing or retrieval of Crunchies, and any information retrievable through communication with our service point or other users.

- **Provided Information:** This includes your full name, email address, password, date of birth, country of residence, and if applicable billing information. Such Personal Data is collected when you sign up for an account and only used for authentication and security purposes.

- **Connections:** This includes the entire social network spectrum, containing the users following your profile and the other users you follow.

- **Support Communication:** This includes all conversations between you and our support point. Note that this is only collectable if permissions is provided. Such data will only be used for the purpose of improving our customer support service.

- **Social Media:** This includes your full name, email address, date of birth and country of residence pertaining to your user profile of the social media account, depending on your public settings. This data is only collected if you decide to interact with our social media profiles.

In order to ensure that you have the optimal experience when using the Application we also gather specific observational data. This shows us the interactions with the Application, the type of device you are using and your internet protocol address. Furthermore, we may collect information on which browser you are using to interact with the Application. We track the pages in the Application you visited and the actions you undertook. The kind of device you are using is used to track the distribution of devices used for the Application. In other words, this information is only used in aggregated format. Your internet protocol address is collected to ensure no abuses are made of our system. The following information is collected and logged into our systems:

- **Log data:** This information is automatically sent to the website you visit, no matter which company or organization. This includes your Internet Protocol address, browser used, operating system, timestamp and Application interactions.

- **Usage data:** This contains information on your interaction with the Application, including but not limited to the categories, timestamp and frequency of content interacted with.

- **Email data:** During our email campaigns we may collect your Internet Protocol address, email address, and observational data on when you opened the email or clicked on specific items in the email.

How is the information stored and protected
We take steps to protect your personal information from unauthorized access and against unlawful processing, accidental loss, destruction and damage. The personal information will only be stored for as long as you are a user of the product. If you decide to suspend your current account, your personal information will be discarded accordingly.

To ensure that your personal information is secure, make sure that you use a unique password not priorly used before. Furthermore, do not share your account information with others. CrunchCure employees will never ask for account information to help you with any questions or inquiries.

The data gathered from hardware devices is stored in user proprietary cloud storage, ensuring maximum data security through third party applications and full control to the user. Therefore, by no means do we collect the data you gather from your hardware devices.

Use of cookies, log files and tracking
Observational data such as cookies, log files and tracking are collected for the sole purposes of optimizing user experience and ensuring security of the website. Google Analytics is the web analytics service used to analyze the interactions with our Application by the users. For more information on how Google processes this data, please refer to www.google.com/policies/privacy/partners/.

How a user can opt out of data collection/usage
At any moment in time the user is allowed to opt out of observational data collection. In order to make use of the application the collection of specific data such as your contact information is however required. If you do not wish to use the application any longer, you are able to remove any data pertaining to you. Finally, any data collected and processed for the purpose of generating data visualizations is stored in the cloud with admin rights given to the user. As such, the user can decide whether or not to delete the data if appropriate or desired.

Company contact information
If you have any questions regarding the privacy policy or similar concepts, feel free to reach out to use by any means possible. Contact information can be found on the website.