

## Privacy Policy

**Effective Date: 15 November 2024**

At **HerBody**, we take your privacy seriously. This Privacy Policy explains how we collect, use, protect, and share your personal information when you use our app, services, and website. By accessing and using the **HerBody** app, you consent to the practices outlined within the below policy.

### 1. Information We Collect

We collect various types of personal information to improve our services, and to ensure a smooth user experience. The types of information we may collect include, but are not limited to the following:

- **Account Information:** When you sign up for an account or subscribe to a membership, we may collect personal details such as your name, email address, and payment information.
- **Usage Data:** We collect data about how you use the App, such as the features you interact with, the content you view, and your activity history. This helps us improve the App and tailor it to your needs.
- **Health Information:** As part of the services offered through the App, you may voluntarily provide health-related information, such as details about your pregnancy, postnatal recovery, or pelvic floor health. This information is only used to personalize your experience and is not shared with third parties without your consent.
- **Device Information:** We collect information about your device, such as your device type, operating system, IP address, and browser type, to improve the performance of the App.
- **Cookies and Tracking Technologies:** We use cookies and similar tracking technologies to collect information about your activity on the App and to personalize your experience.

### 2. How We Use Your Information

We use the information we collect for the following purposes:

- **Providing Services:** To deliver the features and functionality of the App, including content, exercises, and recommendations that are personalized to your needs.
- **Improving the App:** To analyze how users interact with the App, identify issues, and make improvements to enhance the user experience.
- **Communication:** To send you account-related notifications, including updates, changes to terms or privacy policies, and customer support messages. We may also send marketing emails or push notifications with your consent.

- **Personalized Recommendations:** To provide personalized health and fitness recommendations, exercises, and other content based on the information you share with us.
- **Payment Processing:** To process payments for your membership subscription and to manage billing and account-related transactions.

### 3. How We Protect Your Information

We take appropriate technical and organizational measures to safeguard your personal information and ensure it is protected from unauthorized access, use, or disclosure. This includes using encryption, secure servers, and other security protocols to keep your data safe. However, please be aware that no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

### 4. Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following circumstances:

- **With Service Providers:** We may share your information with trusted third-party vendors who assist with the operation of the App, payment processing, customer support, and marketing efforts. These service providers are obligated to protect your information and use it solely to provide services to us.
- **For Legal Compliance:** We may disclose your personal information when required by law or in response to legal processes, such as court orders or government requests.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or part of our business, your personal information may be transferred as part of that transaction. You will be notified if your personal information is transferred to another party.

### 5. Your Rights and Choices

As a user, you have the following rights with respect to your personal information:

- **Access and Update:** You can access and update your account information at any time by logging into the App or contacting our support team.
- **Data Deletion:** You can request the deletion of your personal information by contacting us at [hello@herbodyapp.com.au](mailto:hello@herbodyapp.com.au). Please note that we may retain certain information as required by law or for legitimate business purposes.

- **Opt-Out of Marketing Communications:** You can opt out of receiving marketing emails or push notifications by following the unsubscribe instructions in those communications or by adjusting your notification preferences in the App.
- **Withdraw Consent:** If you have provided us with health-related information or other sensitive data, you may withdraw your consent at any time by contacting us.

## **6. Data Retention**

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. If you delete your account or request to stop using the App, we may retain some data for legitimate business or legal purposes, such as compliance with accounting or legal obligations.

## **7. Children's Privacy**

The App is not intended for children under the age of 13, and we do not knowingly collect or solicit personal information from children. If we learn that we have collected personal information from a child under 13, we will take steps to delete such information as quickly as possible.

## **8. Third-Party Links and Services**

The App may contain links to third-party websites or services that are not operated by us. This Privacy Policy applies only to information collected through the App. We are not responsible for the privacy practices of third-party services. We encourage you to review the privacy policies of those third-party services before providing them with any personal information.

## **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any updates will be posted on this page, and the effective date will be revised. We encourage you to review this Privacy Policy periodically to stay informed of any changes.

## **10. Contact Us**

If you have any questions or concerns about this Privacy Policy, or if you would like to exercise your rights regarding your personal information, please contact us at:

**Email:** [hello@herbodyapp.com.au](mailto:hello@herbodyapp.com.au)