

Privacy Policy

Privacy notice for Peezy:

PlayPath AB and Peezy are committed to protecting your personal data and respecting your privacy.

Introduction

This policy explains how we collect, use and share your personal data when you use our mobile app and any website owned and run by us.

This app is not intended for use by children and we do not knowingly collect any data on those under 18 years old.

This policy is provided in a layered format so you can click through to the specific areas set out below.

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Important information and who we are

PlayPath AB (a company registered in Stockholm, Sweden) is the controller and is responsible for your personal data (collectively referred to as "we", "us" or "our" in this policy).

If you have any questions about this privacy policy, please contact us as: hello@peezyapp.com.

If you have a concern about how we use your personal data we would like to hear from you, but you also have the right to make a complaint at any time to our national regulator the Swedish Authority for Privacy Protection (**IMY**), the Swedish regulator for data protection issues (www.imy.se/en).

Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review.

This version was last updated on the date shown above. It may change and if it does, these changes will be posted on this page and, where appropriate, notified to you via the App or when you access our website.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during our relationship with you.

Third party links

Our website and app may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. Please note that these websites and any services that may be accessible through them have their own privacy policies and that we do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as Contact and Location Data. Please check these policies before you submit any personal data to these websites or use these services.

The data we collect about you

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Your name and contact details, along with basic identity information such as age and gender

- Financial Data if you make any purchases through the App, along with the details of transactions

- Technical information such as details of your device, which might include the type of mobile device you use, a unique device identifier (such as device ID or advertising ID), mobile network information

- The information you add to the app, including on your fitness activities

- Information we collect on how you use the app (timing, length of use, pages viewed)

- Your Marketing and Communications choices

- Location Data (see below)

- Health Data (see below)

We also create, use and share Aggregated Data such as statistical or demographic data. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. We may share this data with third parties, but it will not identify you. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific App feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

Except for the health data set out below, we do not collect any other Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

How is your personal data collected?

We will collect and process the following data about you:

Information you give us. This is information (including Identity, Contact, Health, and Marketing and Communications Data) you consent to giving us about you by filling in forms on the App, or by corresponding with us (for example, by email or chat). It includes information you provide when you download or register with the App, subscribe to any of our Services, search for an App or Service, make an in-App purchase, share data via an App's social media functions, and when you report a problem with an App, our Services, or our website. If you contact us, we will keep a record of that correspondence.

Information we collect about you and your device. Each time you use the App or visit our website we will automatically collect personal data including Device, Content and Usage Data. We collect this data using cookies and other similar technologies.

Location Data. We also collect information to determine your current location. You can withdraw your consent at any time by disabling Location Data in your settings, though it is possible that some location-dependent features may not work if you disable this.

Health Data. In order to provide the services, we collect limited health data about you. This will include body measurements, heart rate and other information as specified in the App.

Information we receive from other sources including third parties and publicly available sources. We will receive personal data about you from various third parties as set out below:

Device Data from the following parties:

analytics providers such as Google and Firebase, based outside the EU/UK;

advertising networks; and

search information providers.

Where applicable, Contact, Financial and Transaction Data from providers of technical, payment and delivery services;

Cookies

Our webpage uses cookies and/or other tracking technologies to distinguish you from other users of the App, or our website, and to remember your preferences. This helps us to provide you with a good experience when you use the App or browse our website and also allows us to improve the App and our website.

How we use your personal data

We will only use your personal data when the law allows us to do so. Most commonly we will use your personal data in the following circumstances:

Where you have consented before the processing (this applies to our use of your data to contact you for marketing purposes).

Where we need to perform a contract we have with you (this applies to our registering your account and processing any payments).

Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests (this applies to our other uses, such as to improve our app, to communicate updates and new features, and to our compilation of aggregated data that does not identify you).

Where we need to comply with a legal or regulatory obligation.

We will only send you direct marketing communications by email or text if we have your consent. You have the right to withdraw that consent at any time by contacting us. This also applies to direct communications from selected relevant third parties.

Disclosures of your personal data

We may share your personal data with third-party service providers that help us operate our app and provide services to you. These providers are contractually obligated to keep your personal data confidential and secure.

We may provide introductions to you from carefully selected businesses which are relevant to you, for example a gym near where you live. We will only provide anonymised and/or aggregated details to them, so they will not be able to identify you or contact you directly.

International transfers

Whenever we transfer your personal data out of the country in which it was collected, we ensure a similar degree of protection is afforded to it by putting in place contracts which give personal data the same protection it has in the EU/UK. For data collected in the that area, this means either to a country which has been deemed to provide a similar degree of protection, or by using standard contractual clauses approved by the relevant regulator to provide contractual protection for your data.

Data security

All information you provide to us is stored on our secure servers and we take appropriate measures to protect your data from unauthorised access, disclosure, alteration, or destruction. Any payment transactions carried out by us or our chosen third-party provider of payment processing services will be encrypted using appropriate secure encryption technology.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator when we are legally required to do so.

Data retention

We keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers.

In some circumstances we will anonymise your personal data (this means that it can no longer be linked to your identity) for research or statistical purposes, in which case we may use this information indefinitely.

Your legal rights

As we are regulated by European law, we apply those rights to you as a minimum regardless where you are located. If you have additional rights because of your location, we will comply with whichever offers you the highest level of protection. You can exercise your rights by contacting us at hello@peezyapp.com.

You have the right to:

Request access to your personal data. This enables you to receive a copy of the personal data we hold about you.

Request correction of the personal data that we hold about you if it is inaccurate.

Request erasure of your personal data. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest and we do not have a justification for continuing processing. You also have the right to object where we are processing your personal data for direct marketing purposes.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

if you want us to establish the data's accuracy;

where our use of the data is unlawful but you do not want us to erase it;

where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or

you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to

provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

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