



MvBii Ventures Ltd

MvBii App Privacy Policy

www.mvbii.com



About this Privacy Policy

MvBii Ventures promotes balance and wellbeing for you, your family and your business.

At MvBii Ventures we value and protect your privacy. This Privacy Policy describes:

- the Personal Data we collect from the MvBii App and MvBii Trackers
- what we use this data for
- the Personal Data we transfer to third parties
- the rights you have to your Personal Data.

Personal Data is data through which you could be identified, directly or indirectly, such as your email address or the pattern of your activity data.

This Privacy Policy does not apply to use of the MvBii web site or to the purchase of a Tracker.

Personal Data we collect and what we use it for

General Account data and preference settings

When you use the App, we collect general data such as the user name and password you choose to create your account, your email address, profile picture, the Tracker you pair your App with, information about the device the App is installed on including device type and operating system, and the version of the App installed on your device. We also collect App and Tracker preference settings that you configure via the App. We only use this data in connection with supporting and improving the service. You may use App features that share your chosen user name with others via the App.

Activity and related data

We collect activity data from your Tracker when you choose to connect it to the App. We also collect balance data from your Tracker, which is a measure of your pattern of activity and inactivity. We also record activity prompts from your Tracker if you enable this feature.

Unless we have further explicit permission from you, we only use this data for subsequent presentation to you in the App. You may use App feature to share graphical representations of this data with other users via their App or via social media.

From the activity data we derive a number of measures. We use your sex, age, height and weight in the estimate of calories but only a single derived factor, your base metabolic rate, is recorded outside the App.



Diary annotations and messages

We record any annotations you choose to add to your activity or balance diary. You may use App features to share annotations with other users using our messaging system.

To send a message to a friend you need to know their user name and they need to know yours. Their user name must be in your Group and your user name must be in their Group. The App provides no means of discovering other users' user names. You can remove a user from your Group at any time if you wish to stop receiving messages from them.

Camera and photos

If you give the App permission to access the camera and photos on your device, you can take photos, triggered by your Tracker. You may use App features to share photos with other users via their App or via Social media. Access to photos is also required to select a profile picture.

Location information

Access to the location service on your device is needed in some cases to allow the Tracker to use the Bluetooth™ service on your device. We do not record or make any use of your location in our service.

Analytics

In the event that our App crashes on your device, we may receive information about your device and the version of the App, which allows us to locate bugs and improve the performance of our App.

Personal Data shared to social media

The App allows you to share some Personal Data to social media, as noted in the previous section. We do not assume any responsibility for the use of Personal Data once it has been sent to social media.

Sharing Personal Data with third parties

Lawful requests

We may share your Personal Data in order to comply with lawful requests, court orders and legal processes. Unless legally prohibited, we will inform you when we are obliged to share any of your Personal Data.

In the event that we or our assets are acquired by a third party, your data may be transferred with the assets. Where required by law we will obtain your consent or notify you about the transfer of your Personal Data.



Subcontractors and service providers

We involve other companies for App development and hosting of services. These companies may only use Personal Data on our behalf, except as permitted by law, and are required to provide data security for the protection of Personal Data.

Anonymised data

We may share anonymised data, that is data with no directly identifiable Personal Data, collected by the App with third parties for any lawful purpose.

Your rights

All the App related Personal Data we hold about you is viewable via the App. You may request deletion of your Personal Data that has not been shared with other users or outside our service, unless we are prevented for legal reasons.

Changes to the Privacy Policy

This Privacy Policy may be updated from time to time.

How to contact us

MvBii Ventures Limited is a UK company based in Cambridge, England. If you want to contact us regarding anything in this Privacy Policy, please email us at support@mvbii.com.