

Privacy and Data Policy

Effective Date: December 2024

Last Updated: Creation

At Yewly, we are committed to protecting your privacy and ensuring your data is handled securely and transparently. This Privacy and Data Policy outlines the types of data we collect, how we use it, and your rights regarding your personal information. By using our app, you agree to the practices described here.

1. Information We Collect

We collect the following types of information to provide and improve our services:

1.1 Personal Data

- Information you provide during account creation, such as your name, email, date of birth, and other personal details.
- Health-related information that you voluntarily share with us, such as wellness goals, fitness metrics, or dietary preferences, to personalise your experience.

1.2 Device and Usage Data

- Information about your device (e.g., type, operating system) and your use of the app to help us improve functionality and user experience.

1.4 Data Stored in Our Database

- Your preferences and app settings are securely stored in our database to provide a seamless and personalised experience. Unlike cookies, which store data locally on your device, this ensures your information is centralised and better protected.
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2. How We Use Your Information

We use your data exclusively for the following purposes:

- Delivering personalised wellness guidance, features, and recommendations.
- Improving our app through internal analytics and user feedback.
- Communicating with you about updates, offers, or customer support (with your consent).

We do not sell or share identifiable personal data with third parties for marketing purposes.

3. Data Retention

- We retain your data for as long as your account remains active.
 - If you choose to delete your account, we will securely remove your data from our database within **12 months**, unless we are required by law to retain it for longer.
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4. How We Share Your Data

We may share your data only in the following circumstances:

- **Service Providers:** With trusted third-party partners (e.g., cloud hosting and analytics providers) who adhere to strict data protection standards and only process your data on our behalf.
 - **Legal Obligations:** If required to comply with legal obligations, enforce our terms and conditions, or protect our legal rights.
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5. Your Rights

If you are based in the UK, European Union, or other jurisdictions with similar laws, you have the following rights regarding your data:

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Update or correct inaccurate or incomplete information.
- **Erasure:** Request deletion of your data (“Right to be Forgotten”).
- **Portability:** Receive a copy of your data in a structured, machine-readable format.
- **Objection:** Withdraw consent or object to certain types of data processing.

To exercise any of these rights, please contact us at data@yewly.co.uk.

6. Data Storage and User Preferences

We do not use cookies to store your preferences or track your activity. Instead:

- All user preferences and app settings are securely stored in our database.
 - This ensures your personalised experience is preserved across devices when you log in to your account.
 - Our database storage is designed to comply with all applicable data protection laws, providing a secure and reliable solution.
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7. Data Security

We prioritise the security of your data by employing:

- Encryption to protect sensitive information during transmission and storage.
- Secure data storage solutions managed by trusted service providers.
- Regular audits and monitoring to identify and mitigate security risks.

While we take every precaution to protect your data, no method of storage or transmission is entirely secure. In the unlikely event of a data breach, we will notify affected users promptly.

8. International Data Transfers

If your data is transferred outside of your country or the European Economic Area (EEA), we ensure that appropriate safeguards are in place, such as:

- Transferring data only to countries with adequate data protection standards.
 - Using Standard Contractual Clauses (SCCs) or other approved mechanisms for international data transfers.
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9. Children’s Privacy

Our app is not intended for use by children under the age of 13 (or the applicable age of consent in your jurisdiction) without parental consent. If we become aware that we have collected data from a child without appropriate consent, we will delete it promptly.

10. Updates to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. When significant updates are made, we will notify you via email or through the app. We encourage you to review this policy regularly.

11. Contact Us

If you have any questions or concerns about this policy or how your data is handled, please contact us at:

Yewly

data@yewly.co.uk

If you are unsatisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) in the UK or your local data protection authority.

This Privacy and Data Policy reflects our commitment to safeguarding your information and using it responsibly. By using Yewly, you agree to the practices outlined here.