



## **Connected Senses privacy policy**

Connected Senses develops digital solutions for real-time visualization and interpretation of health information helping people keep track of their well-being. This privacy policy applies to our hardware (“Device”), our website located at [www.connected-senses.com](http://www.connected-senses.com), our platform and our mobile applications (separately referred to as “App” and collectively as “Apps”). These are collectively referred to as “Products” in this privacy policy for easier understanding and making room for easier readability.

During the process of building cool products and services, we do not forget to respect your privacy and take it seriously. If you have any questions regarding privacy, please do not hesitate to contact us at [privacy@connected-senses.com](mailto:privacy@connected-senses.com) and our team will be happy to help you. Our contact details can also be found at the end of this privacy policy.

### **What type of data we collect?**

#### **When you use the apps to perform tests**

As you start your test session, your smartphone/ tablet running the app will automatically connect to the Device through Bluetooth. And at the end of every test session, your data from the session such as strength, explosivity, endurance, pain rating and reaction time are saved to your account. Or if you do not have an account, you will be prompted to enter your email address if you wish to track your progress and access the Apps. This is up to you as a user to choose if you want to track the progress. These sessions are then stored in the database into your respective account or under the respective email address. Please note that this data is not published anywhere without your consent.

#### **On the Service**

If you choose to receive your results through email, you will be directed to our App where you can either sign in or sign up to see the results from your test session. Then, you as a user decide if you wish to sign up for a more personalized experience on the Apps.

When you choose to sign up, some information is required to create an account, such as your full name, email address, password, age, gender, height and weight.



The data that is available to us are your training results in addition to your personal information such as your name, email address, age, gender, height and weight. You can at any time request to have your data deleted as well as receive information regarding what data we have gathered in regards to you, and you can do so by contacting us at [privacy@connected-senses.com](mailto:privacy@connected-senses.com). Our contact details are also provided at the end of this policy.

### **Information from third-party services**

This privacy policy does not apply to any third-party applications or software that integrates with the products (“Third-party services”) or any other third-party products. These include services such as social media sharing on Facebook, Google, Twitter, Instagram, etc. Please note that if you use such Third-party services, the information that you provide through them will not be handled, processed or stored by Connected Senses and hence this privacy policy will not be applicable to such data. We at Connected Senses never share any of your personal data to any third-parties unless we explicitly ask for and receive your consent to do so.

### **Cookies**

We use cookies, cache and local storage to understand and help you better. Cookies are a small set of data files that are stored on your device when you use our products. It contains information such as your IP address, the URL you came from, the pages you view and also the time spent on our website. It does not contain any personal data although we extract demographic location from your IP address, including geographic location. The information collected from cookies is used for user trends and performance optimization of our products.

A cache is a place to store something to shorten data access times. For example, we use cache in our Apps to quickly access the images and instruction videos every time the user uses the App. This is mainly used for a smoother user experience and also preventing a lot of mobile data being used.

Local Storage allows data to be stored locally on your browser or device and includes HTML5 local storage and browser cache.

Here are the purposes for why they are used:

Usage category	Purpose of the usage
Preferences	To help us remember your settings and preferences, such as your preferred language or the country you are in, so that we can provide you with a more personalized experience.
Authentication and security	To help you log in to our App securely and help us show your account data. For example, we partner with third-party services like Firebase to help you feel secure while signing into our App.
Analytics and research	This is used to help us understand how you are using the products so that we can make them better in all aspects. We use third-party service Google analytics to help us understand much better. And, we do not store any data during this process and is handled by Google. You can read more about how Google analytics handles cookies <a href="#">here</a> .

We together with our partners and/ or third-parties use these cookies to deliver an uninterrupted experience to you. You can at any time, go to your browser's preferences and delete the cookies stored by us and/ or our third-parties.

## Sharing information

### Giving access to others

As part of a feature available in our products, you as a user may choose to share or give access to your trainer or therapist which means that they can see your progress and provide advice based on your progress. The trainer or therapist may require your consent before accessing your data. The data that are shared include name, email address, age, gender, primary fitness goals, height and weight. By providing access to the data, they do not have the possibility to change, improve or delete the data without your consent.

### When you agree, or direct us to share

When you choose to share your progress, you will be redirected to social media sites where you can brag about your test session. Just remember that if you want to



choose who sees the posts, you would have to do it through your settings in the chosen social media network.

### **Processing the data**

We may share your personal data with authorized partners or third parties who process the data for us and for the purposes discussed in this policy and in compliance with it. This may include for example information technology, billing, sales, research, surveys, marketing and campaigns.

We may share non-personal information that is de-identified and it cannot be used to identify an individual. We may disclose that information publicly, to our partners and third parties. For example, in public reports on total active people and people involved in injury prevention activities.

### **Mergers and acquisitions**

If we are involved in a merger, acquisition or sale of assets, we will notify affected users before the transfer of any personal information to a new entity.

### **Mandatory disclosures**

We may be obligated by mandatory law to disclose your personal data to certain authorities or other third parties to assert legal rights or defend against legal claims, or to prevent, detect or investigate illegal activities, fraud, abuse, violations of our terms, or threats to the security of the products or the physical safety of any person.

### **Your Rights**

You have the right to know what personal data we hold about you. You also have the right to update or delete incomplete, incorrect, unnecessary or outdated personal data. Please note that if you choose to delete your account, it may take up to 60 days to delete all your information from the system. This is due to the size and complexity of the systems we use to store data.

You have the right to request your data in digital form and receive it within 30 working days from the day of request.

You may exercise your rights by contacting us at [privacy@connected-senses.com](mailto:privacy@connected-senses.com). Our contact details are also provided at the end of this policy.

## **Our policies for children**

Our products are intended for people of all ages. We do not knowingly collect information of children without the consent of their parents or guardians, in this case trainers/ therapists.

Children under the age of 16, or any higher minimum age in the jurisdiction where that person resides, must create their accounts with the consent of their parents or guardians (as mentioned above). If we learn that we have collected the personal information of a child under the relevant minimum age without the consent of their parents or guardians, we will take the steps to delete the information as soon as possible. Parents who believe that their child has submitted personal information to us and would like to have it deleted can contact us through our contact details provided at the end of this privacy policy.

## **Changes to this policy**

We will notify you before we make material changes to this policy and give you an opportunity to review the revised policy before deciding if you would like to continue to use our products.

## **How do you reach us?**

If you have questions, suggestions or concerns about this policy or about our use of your information, please contact us at [privacy@connected-senses.com](mailto:privacy@connected-senses.com).

You may also contact us at:

Connected Senses AB  
Götgatan 23  
116 46 Stockholm, Sweden