

Privacy Policy

At Growthbysoph Ltd ("we", "us", "our"), we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data when you engage with our online fitness coaching services. It also outlines your rights regarding your personal information.

1. Information We Collect

We collect personal data that you provide to us when using our services, such as:

- Name, age, email address, postal address, and phone number.
- Payment information (processed securely via Stripe).
- Body statistics, workout data, mood, meals, allergies, injuries, and other health information you disclose through the website or app (Everfitt).
- Technical data, including IP address, device information, browser type, and location data when you use the app or website.
- Fitness activity data if you link other apps (e.g., Fitbit, Apple Health).

We also collect data when:

- You purchase services.
- Create an account with us.
- Participate in surveys or provide feedback.
- Communicate with us through social media or email.

2. How We Use Your Information

We use your personal data to:

- Manage your account and provide tailored coaching services.
- Develop meal and workout plans based on your health data.
- Track progress and adapt coaching cycles to meet your fitness goals.
- Communicate with you regarding your services, updates, and offers.
- Process payments and comply with legal obligations.

We may also use anonymised data for internal research to improve our coaching services.

3. Legal Basis for Processing

We process your data based on:

- **Contractual necessity:** To deliver the services you signed up for.
- **Legitimate interests:** To improve our services and offer personalized coaching.
- **Consent:** For processing health-related data, which is crucial for providing tailored plans.
- **Legal obligations:** To comply with regulations such as tax laws.

4. How Long We Retain Your Data

We retain your data as long as necessary for the purposes it was collected:

- **Account management:** 36 months after your last activity.
- **Health and workout information:** Deleted after 6 months of inactivity.
- **Payment records:** Retained for 60 months to comply with legal requirements.

5. Sharing Your Information

We do not sell your personal data. We may share it with:

- **Service providers:** Such as Everfitt, Brevo, and Stripe, for technical infrastructure, payment processing, and app functionality.
- **Law enforcement or regulators:** If legally required.
- **Potential buyers:** In the event of a business transfer, ensuring privacy terms are upheld.

6. Your Rights

You have the right to:

- **Access:** Request a copy of your personal data.
- **Rectify:** Correct any inaccurate information.
- **Delete:** Request deletion of your data (except where required by law).
- **Restrict:** Limit the processing of your data.
- **Withdraw consent:** Particularly for health data, but note that withdrawal may affect our ability to provide services.

To exercise these rights, contact us at growthbysoph@gmail.com.

7. Data Security

We use appropriate security measures, including encryption, to protect your personal data. Please keep your login credentials confidential, and notify us immediately if you suspect unauthorized access.

8. Third-Party Links

Our website and app may link to third-party websites, which have their own privacy policies. We are not responsible for the privacy practices of these sites.

9. International Data Transfers

Your data may be transferred to and processed outside of the European Economic Area (EEA), including in the USA. We will ensure that such transfers are compliant with GDPR through safeguards like EU standard contractual clauses.

10. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and you should review it periodically.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or your data rights, contact us at growthbysoph@gmail.com.