

Highly Healthy Habits – Privacy Policy

Highly Healthy Habits (“we”, “our”, “the platform”) is committed to protecting your privacy and handling your information with transparency, respect, and care. This policy explains what data we collect, how we use it, how we protect it, and the choices you have.

Highly Healthy Habits is based in the United Kingdom, and all data processing is governed by the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. By using the platform, you agree to the practices described in this policy.

1. Our Privacy Philosophy

Highly Healthy Habits is designed with privacy at its core. You can use the majority of our tools—including the symptom checker and AI-generated reports—completely anonymously. We only collect personal information when you choose to provide it, such as when booking a health coach.

We never sell your data, never share it without your permission, and never use it for advertising.

2. Information We Collect

2.1 Anonymous Information

Most of the platform can be used without identifying yourself. When you use the AI tools anonymously, we may collect non-identifiable information such as:

- Device type and browser
- General usage patterns
- Anonymous symptom inputs
- Anonymous lifestyle information
- Technical logs for performance and security

This information cannot identify you and is used only to improve the platform.

2.2 Personal Information (Only When You Choose to Provide It)

We only collect personal data if you:

- Book a health coach
- Contact us directly
- Subscribe to updates
- Provide details voluntarily

This may include:

- Name
- Email address
- Phone number
- Information you choose to share with a coach

You remain in full control of what you share.

3. How We Use Your Information

3.1 Anonymous AI Tools

Anonymous inputs are used to:

- Generate personalised educational reports
- Improve the accuracy and quality of the AI
- Understand general usage trends
- Maintain platform security and performance

These inputs are not linked to your identity.

3.2 Coaching Services

If you book a coach, your personal data is used to:

- Arrange appointments
- Provide personalised guidance
- Maintain professional records required by coaching standards

Coaches must keep your information confidential and secure.

3.3 Communication

If you contact us or subscribe to updates, we may use your details to:

- Respond to your enquiry
- Send relevant updates or resources
- Provide service-related information

You can unsubscribe at any time.

4. Legal Basis for Processing

We process your data under the following legal bases:

- Consent – when you voluntarily provide personal information
- Legitimate interest – to improve the platform and ensure functionality
- Contractual necessity – when booking a coach
- Legal obligation – where required for regulatory or insurance purposes

5. How We Protect Your Data

Your data is protected using:

- Secure servers
- Encrypted connections (HTTPS)
- Access controls
- Regular security reviews
- Industry-standard cyber security practices

Our engineering team includes professionals with Masters-level qualifications in Cyber Security, ensuring robust protection measures.

Coaches must maintain professional insurance and follow strict confidentiality standards.

6. Data Sharing

We do not sell, rent, or trade your data.

We may share data only when:

- You explicitly request or consent to it
- It is required to deliver coaching services
- It is required by law or regulatory authorities

Anonymous data may be used for platform improvement but cannot identify you.

7. Data Retention

- Anonymous AI inputs may be retained for platform improvement.
- Personal data for coaching clients is retained only as long as necessary for professional, legal, or insurance requirements.
- You may request deletion of your personal data at any time, subject to legal obligations.

8. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion (“right to be forgotten”)
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent at any time

To exercise these rights, contact us using the details provided on the website.

9. International Users

Highly Healthy Habits is accessible worldwide. By using the platform, you agree that:

- Your data will be processed in the United Kingdom
- UK GDPR and this Privacy Policy govern all data handling
- You are responsible for complying with local laws where applicable

10. Children’s Privacy

The platform is intended for adults aged 18 and over. We do not knowingly collect data from children.

11. Cookies and Tracking Technologies

If the site uses cookies or analytics tools, they may collect anonymous usage data. A separate Cookie Policy explains:

- What cookies are used
- Why they are used
- How you can manage your preferences

12. Changes to This Policy

We may update this policy from time to time. Continued use of the platform indicates acceptance of any updated terms.

13. Contact Information

If you have questions about this policy or wish to exercise your data rights, you can contact us using the details provided on the website.