

## **Data Protection Policy**

### **Highly Healthy Habits – Data Protection Policy**

This Data Protection Policy explains how Highly Healthy Habits (“we”, “our”, “the platform”) collects, uses, stores, and protects your information. We are committed to safeguarding your privacy and ensuring that your personal data is handled responsibly, transparently, and in accordance with applicable data protection laws.

Highly Healthy Habits is based in the United Kingdom, and all data processing activities are 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 Commitment to Your Privacy**

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. What Data We Collect**

##### **2.1 Anonymous Usage Data**

When you use the AI tools anonymously, we may collect non-identifiable information such as:

- Device type
- Browser type
- General usage patterns
- Non-personal symptom inputs
- Non-personal lifestyle information

This data cannot identify you and is used solely to improve the platform.

##### **2.2 Personal Data (Only When You Choose to Provide It)**

We only collect personal information if you:

- Book a health coach

- Contact us directly
- Subscribe to updates
- Provide details voluntarily

This may include:

- Name
- Email address
- Phone number
- Relevant health or lifestyle information you choose to share with a coach

You remain in full control of what you share.

### **3. How We Use Your Data**

#### **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

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 are required to 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

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 are stored without identifiers and 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, but all data processing is governed by UK law. By using the platform, international users agree that their data will be processed in accordance with UK GDPR and this policy.

## **10. Children’s Privacy**

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

## **11. Changes to This Policy**

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

## **12. 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.