

Zack Health: Data Privacy Policy

Data Privacy & GDPR

The operator of these Terms & Conditions, and Data Privacy & GDPR, is referred to as “Zack Health”, or we/us/our in the below terms:

Operator:

- Company Name: Daniel Kristensen
- VAT Number: DK34855781
- Email: hey@zackhealth.com
- Address: Banebrinken 99, 2400 Copenhagen NV, Denmark

In the Terms & Conditions, and Data Privacy & GDPR below, the wording "you", "your", and "customer" refer to the user of Zack Health's services.

Introduction

At Zack Health, we prioritize the protection of your privacy and handle your personal data with the utmost responsibility. The Data Privacy & GDPR policy below outlines how we manage your personal data in line with the General Data Protection Regulation (GDPR). By accessing or using our services, you agree to be bound by this Data Privacy & GDPR policy and acknowledge that it forms a legal agreement between you and Zack Health.

Commitment to Privacy

Protecting your privacy is crucial to us. We implement strict measures to safeguard your personal data against unauthorized access, alteration, and potential threats.

Information Collection

- **Personal Details:** Includes your name, contact details, and demographic information.
- **Health Data:** Gathered from clinical assessments, wearable devices, and self-reported health information.
- **Lifestyle Data:** Includes details about your diet, exercise, sleep patterns, and other relevant behaviors.

Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance user experience and analyze site usage.

Specific types of cookies we use include:

- **Functional Cookies:** Necessary for the basic functionality of our site.
- **Analytical Cookies:** Used to gather aggregated data on site usage to improve our services, such as Google Analytics.

You can manage your cookie preferences through your browser settings at any time.

Purpose of Data Collection

- To provide personalized health assessments and plans.
- To enhance and personalize our service offerings through ongoing data analysis.

- To address support needs and improve user experience on our platform.
- To contribute to health research and development through anonymized data analysis.

Legal Basis for Processing

- Consent (GDPR Article 6(1a)): Your consent is obtained for processing non-health-related personal data.
- Explicit Consent (GDPR Article 9(2a)): We obtain explicit consent to process sensitive health-related data.

Data Sharing

Your anonymized data may be shared with:

- Healthcare and research institutions for advancing health solutions.
- Employers as part of wellness programs, under strict confidentiality terms.
- Third-party service providers who assist in delivering our services.

Data Security

We employ robust security protocols to protect your data from unauthorized access, alteration, and destruction.

User Rights

Under GDPR, you have the right to:

- Access, amend, or delete your personal data.
- Withdraw consent at any time.
- Data portability, allowing you to transfer your data to another service.
- Lodge a complaint with a supervisory authority if you feel your data protection rights are being infringed.

Data Retention and Deletion

We retain personal data only as necessary for the provided services or as required by law. Inactive accounts are subject to data anonymization after 24 months of non-activity.

Automated Decision-Making and Profiling

We do not engage in automated decision-making or profiling that significantly affects you without human intervention.

Changes to This Policy

We may update this policy periodically. Changes will be posted on our website along with a clear notification to keep you informed.

Contact and Complaints

For any questions, concerns, or to exercise your rights, please contact:

Email: hey@zackhealth.com

Effective Date

This policy is effective as of May 1st, 2024.