

# Privacy Policy

## Stayfitt

**Last update: June 15, 2022**

Your privacy is of the utmost importance to us. We at Stayfitt have a few fundamental principles:

- We don't ask you for personal information unless we truly need it.
- We don't share your personal information with anyone except to comply with the law, develop our products and services or protect our rights.
- We treat your personal information with the highest regard for privacy and security.

Terms which are capitalised in this Privacy Policy (hereinafter the "**Policy**") refer to terms as defined in Stayfitt's Terms and Conditions of Use (hereinafter the "**T&C**")

### 1. **What is STAYFITT and how does it work?**

Stayfitt offers a digital Service Platform aiming to encourage sport among its Users. The Platform is accessible to any person who has created a User Account by the T&C. Thanks to his User Account, the User can access the Platform from:

- Stayfitt Sites and Stayfitt Applications, for the Services developed by Stayfitt in its name:
  - o **Stayfitt**: Service that the User can use when he/she is an Employee of a Subscribing Company by connecting to his User Account;
- White Label Sites and Applications owned, developed, operated and managed by Stayfitt for Subscribing Company (or "**Brand Version**").
- Sites and Applications developed, operated and managed by a white label Partner Company integrating the Stayfitt Platform (or "**Partner Platform**").

Stayfitt guarantees continuity of access through all media to the Platform that we offer, both for Stayfitt Sites and Applications and when the Platform is integrated into the Partner Company Application or the Site. As such, Stayfitt is responsible for processing your Personal Data, its integrity, security and respect for your privacy in accordance with the Applicable Regulations.

Its contacts details are as follows:

#### **Stayfitt / I Love Supersport UAE**

Office 2703, Mazaya Business Avenue BB2, JLT, Dubai, UAE

+971 4 554 3234

Email: [help@stayfitt.app](mailto:help@stayfitt.app)

Stayfitt is committed to respecting your right to privacy and shares your concerns about the security of the Personal Data you transmit to us through the Stayfitt Sites and Applications or a Partner Company Site and Application integrating the Platform. This Policy sets out the guidelines established by Stayfitt to protect the Personal Data you provide to Stayfitt when you visit the Platform.

## 2. **What information does STAYFITT collect about me and how it is used?**

In the context of the provision of Services, Stayfitt is required to collect personal data concerning Visitors and Users (hereinafter referred to as “**Personal Data**”) under the conditions detailed below.

In particular, Stayfitt may collect the following Personal Data:

### 2.1 **About Visitors:**

- Navigation data were collected to measure audience and traffic under the conditions detailed in point 4 below regarding Cookies. The legal basis for these processing operations is the fulfilment of the legitimate interests of Stayfitt, without prejudice to the rights guaranteed to visitors.
- Information constituting Personal Data voluntarily provided by the Visitor in the contact form and allowing them to contact Stayfitt in order to respond to their requests and ensure follow-up. The legal basis for the processing operations is the provision of services and responses formulated by the Visitor.

### 2.2 **About Users:**

- Identification data that is provided by Users when creating their User Accounts including, in particular, their last name, first name, e-mail address and password to create the account and manage Stayfitt’s relationship with Users including in the context of evaluations of the Services by Users. The legal basis for the processing is the need to provide the User with the Services related to using his/her Account.
- Data which the User voluntarily and optionally provides on their User Accounts, such as gender, date of birth, city and photograph for the purpose of personalising the Services and Rewards. The legal basis for the processing operations is the fulfilment of Stayfitt’s legitimate interests to adapt and measure the modalities of use of its Services by Users without prejudice to the rights guaranteed to Users.
- Sports activity data provided by the User or generated on the Platform, such as the type of sports activity performed, the distance covered, the number of calories burned, the number of steps and the number of points generated by the sports activity. The legal basis for the processing concerned is the need to provide the User with the Services provided.
- Data is collected via third-party applications if the User chooses to connect them to the Platform, such as training data and navigation data, in order to provide the Services to Users. The legal basis for the processing operations concerned is the free, informed, unambiguous and retractable consent of the User.
- Identification and contact data provided by the User at the time of the creation of his/her Account User, including his email address, can be used by Stayfitt for commercial prospection purposes on Stayfitt” products and services. The legal basis for the processing is the legitimate interest of Stayfitt without prejudice to the rights guaranteed to the User.
- Employees’ or Users’ identification data and sports activity statistical data can be transferred to the Employee’s Subscribing Company or to the Partner Company to which the User is linked, contained in the activity report on the use of the services when requested by the Subscribing

Company or the Partner Company. The legal basis for this processing is the legitimate interest of Stayfitt to perform its contract with the Subscribing Company or the Partner Company.

Stayfitt may aggregate this data in order to prevent the identification of the persons concerned for statistical purposes and use it to improve the quality of its Services.

### 3. **How long is the Personal Data stored by STAYFITT?**

Stayfitt keeps the Personal Data of Visitors and Users only for as long as is strictly necessary for the fulfilment of the above purposes, subject to compliance with its legal and regulatory obligations.

In particular, User Data is deleted immediately after a User Account is closed at the User's initiative or after a 3-year-period of inactivity of the User.

### 4. **What cookies does STAYFITT use?**

For the purposes of this Section 4, the term "cookie" means either a cookie or a tracer.

For your information, we would like to inform you of the difference between what is generally called a "cookie" and the specificities that this entails and what the expression "tracer" covers as realities and modes of operation.

#### 4.1 **What is a "cookie"?**

A "cookie" is a small text file that is downloaded onto the Visitor and/or User's computer, tablet or smartphone (hereinafter the "**Terminal**") when she/he accesses a website or mobile application, thanks to the browser software. A cookie file allows its issuer to identify the Terminal in which the cookie is stored for the duration of the validity or storage of the cookie.

Some cookies are essential to the use of the Stayfitt Sites and Applications or with the provision of the Services provided by Stayfitt. In this case, they are systematically stored in the Terminal of the User.

Other cookies enable to optimize and personalize the contents or the functionalities available posted within the Stayfitt Sites and Applications. In this case, the storage and the reading of such cookies in the Terminal of the Visitor and the User are subject to the choices offered to them within the Stayfitt Sites and Applications.

#### 4.2 **What is a "tracer"?**

The expression "tracer" refers to an identifier recorded in the Terminal of a Visitor or a User, without the intervention of the navigation software and likely to be emitted by the Terminal and to be read by a technical service provider to which the Terminal is connected, without this identifier having itself been stored in the Terminal by such service provider.

In practice, the expression "tracer" most often corresponds to an identifier of the User's or Visitor's Terminal managed by his operating system. It is the case in particular with the identifier of the mobile Terminal, the accessibility or reading of which may be managed differently by the operating system concerned, depending on whether the User or Visitor is using an Android Terminal (the identifier is often called an "Android ID" or "AAID") or iOS (the identifier is often

called an "IDFA" or "ID for Advertiser") or another operating system.

The term "tracer" may also correspond to the identifier of a mobile application installed in the User's or Visitor's Terminal and which may be read by the publisher of such mobile application or by one of the publisher's services providers. This is notably the case with the "SDK" number (Software Development Kit), thanks to which information flows between the mobile application installed in the User's or Visitor's Terminal and the publisher of that application (or its service providers) can be made to allow the functioning of the various software components of the application.

#### **4.3 By whom are the cookies stored and read?**

The cookies are placed on the Terminal of the User or the Visitor since the Stayfitt Sites and Applications can be stored or read by Stayfitt or by third parties. The cookies stored or read by Stayfitt are mainly related to the functioning of the Stayfitt Sites and Applications.

The others are "third parties" cookies stored or read by our Stayfitt partners. Stayfitt ensures the provision and use of cookies are made in respect of the regulation in force. Only the cookie provider (as defined in Article 4.1) has the ability to read the information contained therein.

#### **4.4 How and why do we use cookies?**

3 categories of cookies or tracers are implemented within the Stayfitt Sites and Applications for the purposes described below. As an exhaustive list we inform you, as far as possible, of the purpose of the cookies or tracers stored or read by third parties and of the means available to the User or the Visitor to make choices regarding these cookies or tracers.

##### **(a) Cookies are strictly necessary to provide the service requested by the User and Visitor**

These are the cookies that are essential to the navigation on the Stayfitt Sites and Applications which allow the User or the Visitor to use the principal functionalities of the Stayfitt Sites and Applications and to secure their connection.

More precisely, these cookies allow in particular:

- to adapt the presentation of the Stayfitt Sites and Applications to the preferences of display of the Terminal (language used, resolution of the display, operating system used, etc.) at the time of the use of the Stayfitt Sites and Applications, according to the hardware and software of visualization or reading that the Terminal comprises;
- to allow the access to the User Account on the Stayfitt Sites and Applications;
- to memorize information relating to the forms that the User or Visitor filled during the use of the Stayfitt Sites and Applications;
- to memorize the preferences of use, the parameters of display and readers that the User or Visitor uses it in order to facilitate his/her navigation at the time of his/her next visit on the Stayfitt Sites and Applications;

Without these cookies, the User or Visitor could not normally use the Stayfitt Sites and Applications. Consequently, their storage or reading on the Terminal is not part of the choices offered to the User or Visitor. The main cookies (as defined in Article 4.1) strictly necessary for the provision of services and the functioning of the Stayfitt Sites are the following ones:

Cookie Providers	Purposes	Data Subjects
Stayfitt	User's identifier	User
Stayfitt	Experience identifier	Visitor and User
Stayfitt	Token for user authentication	User
Stayfitt	Language used for translation	Visitor and User
Stayfitt	Definition of the technical environment	Visitor and User

**(b) The audience measurement cookies strictly necessary for the proper functioning of the Stayfitt Sites and Applications**

The management of the Stayfitt Sites and Applications requires the use of statistics of frequentation and/or performance, without the identity of the Visitor or User being known by Stayfitt. These measures are essential to analyse the functioning of the Stayfitt Sites and Applications and for the provision of the Stayfitt Services.

Consequently, Stayfitt stores and/or reads in the Terminal cookies or tracers whose finality is limited to the measurement of the audience of the Stayfitt Sites and Applications to answer various needs:

- performance measurement,
- detection of navigation problems,
- optimization of technical performance or ergonomics,
- estimation of the power of the servers needed,
- analysis of consulted contents, etc.

These cookies do not allow the global monitoring of the User's or Visitor's navigation in particular when he/she uses other mobile applications or when he/she navigates on different websites other than Stayfitt Services.

Similarly, these cookies are only used to produce anonymous statistical results and the data collected is not crossed-referenced with other processing nor transferred to third parties.

The cookies of audience measurement strictly necessary to the effective functioning of the Stayfitt Sites and Applications are the following ones:

Cookie providers	Purposes	Data subjects
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DataDog	Crash report	User
Amplitude	Product improvement	User
OneSignal	Newsletters / push notification	User

(c) **Analytics and performance cookies**

Analytics and performance cookies allow us to:

- understand the use and the performances of the Stayfitt Sites and Applications;
- establish statistics, measurements of frequentation and use of various elements composing the Stayfitt Sites and Applications (visited contents, website usage path..) in order to improve the interest and the ergonomics of our Services (the most often visited pages or sections, the most popular articles..);
- count the Visitors of a page;
- prevent computer fraud.

Refusing the storage of such cookies or withdrawing them does not have any incidence on the navigation of the User or Visitor on the Stayfitt Sites and Applications, but it is likely to prevent Stayfitt from ensuring the best quality of services that it wishes to propose to its Visitors and Users.

The main analytics and performance cookies used are the following:

Cookie providers	Purposes	Data Subject
Google Analytics & Firebase	Counting visitors	Visitor and User
Google Tag Manager	Tracking aggregator	Visitor and User

4.5. **Cookies management**

All the rights recognized in Article 9 below are also applicable to the User or Visitor.

The User and Visitor have various means to manage the implementation of the cookies subject to their choice.

The User and Visitor may at any time choose to deactivate the implementation of cookies subject to their choice or to delete those that have already been stored on their Terminal.

The parameter setting of the software of navigation of the User and Visitor is likely to modify the conditions of access to the Services when the use of certain cookies is necessary, whereas the parameters of the software of navigation or the operating system of the Terminal prevent the storage or the reading of these cookies or tracers.

Moreover, if the User's or Visitor's Terminal is used by different people and when the same Terminal has several navigation software, Stayfitt cannot ensure with certainty that the services

intended for the Terminal of the User and the Visitor correspond to their own use of this Terminal and not to the use of another user of such Terminal.

**5. To whom and how does STAYFITT transfer Personal Data?**

**5.1. Main data flows**

In order to provide Users with the Services and functionalities related to their use of the Services, Stayfitt may transfer or make accessible certain User data, strictly necessary for this purpose, to the following categories of recipients:

<b><u>Recipient categories</u></b>	<b><u>Purposes of the transfer</u></b>
Partners Companies Subscribing Companies	Delegation of certain support request management services Provision of Services within the framework of a Partner Platform
Providers	Provision of Services
Collaborators within Stayfitt who need to know about it in the course of their duties	Provision of Services
Partners Companies Subscribing Company	Activity report (identification data and sport activity statistical data)

**5.2. Transfer to third parties**

Stayfitt may transfer the data to its service providers.

In addition, in the context of certain Challenges, and subject to the User’s express consent, Stayfitt may transfer the User’s contact details to Partner Companies involved in the organisation of the Challenge. This Partner Company may then, subject to the consent of the User, contact the User again for promotional and advertising purposes

When the User uses the Services through a Partner Platform:

- User’s Personal Data may be exchanged between Stayfitt and the aforementioned Partner for the purpose of providing the Services to User.
- The said Partner is likely to share Personal Data with other third parties of its choice, provided that User has expressly and previously consented to the sharing of his/her Personal Data within our Services or on the Partner Platform. In this case, the third party receiving the Personal Data remains responsible for processing the Personal Data concerned.

User’s Personal Data may be transmitted to Partners so that the latter can, if necessary, manage support requests in connection with the Services.

**6. What does STAYFITT do to protect the data I transmit to STAYFITT?**

The Sites use industry-standard Transport Layer Security (TLS) technology to allow for the encryption of Personal Data such as your name and address. The Sites are also registered with site identification authorities so that your browser can confirm Stayfitt’s identity before any

Personal Data is sent.

## 7. **What can I do to help make sure the security works correctly?**

To help ensure that these measures are effective in preventing unauthorized access to your private information, we invite you to familiarise yourself with the security features available to you through your browser. You should use a security-enabled browser to submit your personal information at the Sites.

Please note: if you do not use an SSL-capable browser, you are at risk of having data intercepted by unauthorised third parties. Stayfitt will not be responsible for any compromise of data that is intercepted due to your use of an unsecured browser.

Most browsers have the ability to notify you if you change between secure and insecure communications, receive invalid site identification information for the site you are communicating with or send information over an unsecured connection. Stayfitt recommends that you enable these browser functions to help ensure that your communications are secure. You can also monitor the URL of the site you are visiting (secure URLs begin with https:// rather than the normal http://) along with the security symbol of your browser (a green or red padlock in Google Chrome for example) to help identify when you are communicating with a secure server. You can also view the details of the security certificate of the site to which you are connected. Stayfitt encourages you to use this to check the validity of any site you connect to using secure communications.

## 8. **Does STAYFITT offer opt-out or opt-in services?**

Yes. If you no longer wish to receive emails from Stayfitt, please:

- follow the unsubscribe instructions available in every e-mail or
- send an email to: [help@stayfitt.app](mailto:help@stayfitt.app)

If you do so, Stayfitt will not provide or share its mailing lists or other information about you with any other company or service for promotional purposes.

## 9. **What are my rights?**

In accordance with the Applicable Regulations, you have the right to access, rectify, modify, delete (right to forget), limit processing, object to and, where applicable, limit processing and portability (in JSON format) of personal data concerning you at any time and at no cost, subject to the rights and freedoms of third parties and the obligations incumbent on Stayfitt.

You also have the right to define directives regarding what should happen to your Personal Data after your death.

Where the processing is based on consent, the User may, at any time, notify their withdrawal of that consent, it is specified that any processing carried out prior to the withdrawal remains lawful.

Users may exercise their rights:

- By sending an email to the following address: [help@stayfitt.app](mailto:help@stayfitt.app)
- By writing to the postal address: Office 2703, Mazaya Business Avenue BB2, JLT, Dubai, UAE



- Regarding the rights of rectification, modification and deletion, by configuring or updating their profile in “Settings” from their Stayfitt User Account.

#### 10. **Privacy Policy changes**

Stayfitt may change this Policy at any time and you are therefore requested to review it regularly on the Stayfitt Sites and/or Stayfitt Applications you visit or use. In the event of a substantial change in the Policy concerning your rights, Stayfitt will inform you as soon as possible.

#### 11. **How to contact STAYFITT?**

Stayfitt welcomes your questions and comments. Send us your questions or comments by e-mail to the following address: [help@stayfitt.app](mailto:help@stayfitt.app) or contact our Data Protection Officer at the following e-mail address: [tech@stayfitt.app](mailto:tech@stayfitt.app)