



PRIVACY AND COOKIES POLICY

The website www.nutrifix.co, its mobile version, and the mobile app “Nutrifix” (the “**Sites**”) are owned and operated by Nutrifix Ltd, a company registered in England and Wales under number 10037318 with its registered office at 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ (“**Nutrifix**”, “**we**”, “**our**”, and “**us**”).

This policy (together with our [User Terms and Conditions](#)) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read this policy carefully to understand how we will treat your personal data. By visiting and using the Sites you are giving us permission to use your personal data in the ways set out in this policy.

For the purpose of the Data Protection Act 1998, we are registered as a data controller under registration number ZA185924.

Information we may collect from you

We may collect and process the following data about you:

- Information that you give us by filling in forms on the Sites, or by corresponding with us by phone, email or otherwise. This includes information you provide when you register to use the Sites, subscribe to our service, make a payment on the Sites, contact us through the Sites, provide feedback, and when you report a problem with the Sites.
- In order to use the Sites you will be asked to register either with your email address or through Facebook. The information we collect from you or that you give to us may include your name, email address, gender, date of birth, personal description including weight and height, how often you exercise, personal physical goals, photograph, and financial and credit card information. Where you register through Facebook, we may collect information from your Facebook profile which you have made publicly available.
- Location data (where activated and you have agreed to this on your device).
- Details of your visits to the Sites (including, but not limited to, traffic data) and the resources that you access, the pages you visit and the time you spend on the Sites.
- Information about your device, including, where applicable and available, your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.
- Information we receive about you from other sources which we add to your account information.

Uses made of your information

We use information held about you in the following ways:

Information you give to us. We will use this information:

- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
- to provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you. We will contact you by electronic means (email or SMS) only if you have consented to this;

- to notify you about changes to our service.

Information we collect about you. We will use this information:

- to administer the Sites and for operations including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve the Sites to ensure that content is presented in the most effective manner for you and your device;
- as part of our efforts to keep the Sites safe and secure;
- to make suggestions and recommendations to you and other users of the Sites about goods or services that may interest you or them.

Information we receive from other sources. We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

Payment information. Where the payment feature is made available by us, payments may be made in the App using the native payment feature for Apple and Android or by you inputting your payment information. When you authorise a payment in the App, or when you input your debit or credit card information, you agree to the use of your information for the purpose of making and processing your payment.

Disclosure of your information

We may disclose your feedback (anonymised and without reference to your personal data) with our business partners or suppliers to which such feedback refers for the purpose of improving the customer experience with that business partner or supplier.

We will not disclose your personal information to third parties save for the following:

- To business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- To third parties selected by us to let you know about products, services, promotions and special offers which we think may be of interest to you. If you prefer that we do not disclose your information to third parties for this purpose, you can opt-out in accordance with the section headed "Marketing" below.
- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If we are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.
- If substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers may be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our User Terms and Conditions and other agreements.
- To protect our rights, property or safety, or that of our customers, users or other third parties. This includes exchanging information with other companies and organisations for the purposes of fraud protection, credit risk reduction and law enforcement.

Cookies

In order to improve the Sites, we may use small files commonly known as "cookies". A cookie is a small amount of data which often includes a unique identifier that is sent to your computer or mobile phone (referred to in this policy as a 'device') from the Sites and is stored on your device's hard drive.

A cookie records on your device information relating to your internet activity (such as whether you have visited the Sites before). The cookies we use on the Sites do not collect any personally identifiable information about you.

If you do not want us to use cookies when you use the Sites, you can adjust your internet browser settings not to accept cookies. Your web browser's help function should tell you how to do this. Alternatively, you can find information about how to do this for all the commonly used internet browsers on the website: <http://www.aboutcookies.org/default.aspx>. This website will also explain how you can delete cookies which are already stored on your device.

We currently set the following cookies:

Cookie	Purpose
Google Analytics	<p>Google Analytics is a web analytics service provided by Google Inc. The Google Analytics cookies collect information about how people are using the Sites, for example which pages are visited the most often, how people are moving from one link to another and if they get error messages from certain pages. The cookies do not gather any information that identifies you. The information these cookies collect is grouped together with information from other people's use of the Sites on an anonymous basis. Overall, these cookies provide us with analytical information about how the Sites are performing and how we can improve them.</p> <p>You can opt out of Google Analytics without affecting your use of the Sites – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this Google page.</p>
Mixpanel	<p>This cookie provides us with data in respect of usage and web traffic of the Sites. You can opt out of this cookie by visiting https://mixpanel.com/optout/.</p>

Where we store your personal data

The data that we collect from you is stored on servers located within the European Economic Area.

We take all reasonable technical and organisational measures to safeguard your personal data and ensure it is treated securely and in accordance with this policy. However, you acknowledge that transmission of information via the internet is not completely secure. For this reason, we cannot guarantee the security of your personal data transmitted to the Sites.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of the Sites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Marketing

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes.

You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at contact@nutrifix.co.

Links

The Sites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Data Protection Act 1998 gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

We want to make sure that your personal information is accurate and up-to-date. You may ask us to correct or remove information about you that is not accurate.

Editing and deleting your information on the Sites

Generally, you may delete any content you upload to the Sites. Removed content may persist in backup copies for a reasonable period of time and as necessary to comply with our legal obligations. Even after removal from the Sites, content may continue to be viewable on search engines and other sites that may have cached (or copied) the information when it was on the Sites.

Changes to this policy

Any changes we may make to this policy in the future will be posted on this page and, where appropriate, notified to you by email. Please visit this page frequently to see any updates or changes to this policy. You can determine when this policy was last updated by checking the "Last updated" date at the end of this policy.

Contact us

Questions, comments and requests regarding this policy are welcomed and should be addressed to:

Nutrifix Ltd
Address: 71-75 Shelton Street, London, United Kingdom, WC2H 9JQ
Email: contact@nutrifix.co

Last updated: 14th June 2016