

Elvie Privacy Policy - How we use your personal information

Examples	Categories of personal information	Legal basis
<p>To provide our Products & Services to you We use your information to provide our Products & Services to you, including to maintain and improve our Products & Services and to ensure they are operating properly, for example to troubleshoot and provide customer support.</p>		
<p>We may use Contact Information to process and ship the products you have ordered, and Account Information to set up and authenticate your account on the App.</p> <p>We may use Usage Information to provide the functionalities of the Apps that allow you to view statistics about your use of the Products.</p> <p>We may use Usage Information to analyse how our Products & Services perform to ensure they are working properly and to fix issues with our Products & Services.</p>	<p>Account Information Contact Information Transaction Information Payment Information User Information Health and Lifestyle Information Device Information Usage Information Customer Support Information Communications Information</p>	<p>Performance of our contract with you for the use of our Products & Services, or if we have not entered into a contract with you, our legitimate interest to operate, maintain and provide you with Products & Services you access or request.</p>
<p>For our research and development, including to develop new products and services, features and functionality We may use your information, like your comments and feedback, to help us develop new products and services, and to update and add new functionality and features to our existing Products & Services.</p>		
<p>We may process Usage Information and your product reviews to improve your user experience in our Apps, or to develop features to provide you with new insights, for example about your pumping patterns or pelvic floor health. Where practicable, we process your</p>	<p>User Information Health and Lifestyle Information Device Information Usage Information Customer Support Information</p>	<p>Our legitimate interest in improving and developing new products and services, features and functionality while applying appropriate safeguards that protect your privacy.</p>

<p>data for this purpose in a manner to protect your privacy, such as by pseudonymization.</p>		
<p>To promote safety and security We use your information to help protect and improve the safety and security of our Product & Services, our customers, employees and our business.</p>		
<p>We may use Transaction Information and Device Information to detect and protect against error, fraud, breach of our terms or policies, or criminal or malicious activity.</p>	<p>Account Information Contact Information Transaction Information Payment Information User Information Device Information Usage Information Customer Support Information</p>	<p>Depending on the circumstances, we rely on the following legal bases: (a) to comply with legal obligations; (b) to protect vital interests; or (c) our legitimate interest in providing a secure and safe service and preventing fraud and unauthorised use of our Products & Services, violations of our terms and policies or other harmful or illegal activity, and in protecting our and others' rights, property and interests, while applying appropriate safeguards that protect your privacy.</p>
<p>To communicate with you We use information to respond to communications from you, to contact you about your purchases or account, to send important notices, such as communications about your Products and changes to our terms and policies, to market our products and services and to request information or feedback.</p>		
<p>We may use Customer Support Information to address your questions, issues and concerns.</p> <p>When you have placed an item in your basket but not completed the order, we may combine Device Information with other personal information to send you an abandoned basket email, so you can complete your purchase at a later date.</p> <p>We may use Usage Information to determine products and services that may be of interest to you for marketing purposes.</p>	<p>Account Information Contact Information Transaction Information User Information Health and Lifestyle Information Device Information Usage Information Customer Support Information Communications Information</p>	<p>Performance of a contract or, if we have not entered into a contract with you, our legitimate interest to operate and provide you with Products & Services and/or our legitimate interest in fulfilling and responding to your requests.</p> <p>In the case of marketing communications, we do so based on our legitimate interests in keeping you informed about and engaged with existing and new features, Products & Services, including by tailoring our messages to what we think you'll be interested in based on</p>

		<p>what we know about you and in understanding the effectiveness of our marketing campaigns, including through accurate statistics.</p> <p>If you have subscribed to our newsletter or mailing list via our Site or Apps, the legal basis we rely on is consent. You may unsubscribe from receiving marketing emails at any time by clicking on the unsubscribe button at the foot of the email or within our Apps.</p> <p>We will ask for your consent to participate in testimonials or press releases.</p>
<p>To provide personalised experiences</p> <p>Where you choose to personalize your services or communications where such options are available, we process personal information to provide you with personalized insights or to personalise certain features of our Products & Services.</p>		
<p>We may use Health and Lifestyle Information to personalise certain features of our Apps, such as the exercise routines recommended for you when you use <i>Elvie Trainer</i>.</p>	<p>Account Information Contact Information Transaction Information Payment Information User Information Health and Lifestyle Information Device Information Usage Information Customer Support Information Communications Information</p>	<p>Our legitimate interest in improving and developing our Products & Services, namely tailoring our Products & Services to you and providing you with personalized insights, while applying appropriate safeguards that protect your privacy.</p>