

Privacy Policy

We, Moodie Inc, Dieppe New Brunswick, Canada (hereinafter “Moodie”) collect and process your personal data related to the Moodie App (hereinafter also “App”) and are the “data collector” in terms of the General Data Protection Regulation (GDPR).

The protection and confidentiality of your data is very important to us. We therefore only process your data to the extent that

- You have given your consent to the processing, or
- We are otherwise authorized to do so under the data protection laws.

We always separately obtain consent from you for the processing of your health data. You can give your consent to the processing of this data, by clicking on the respective button. Your consent will be logged by us.

If you have any questions, suggestions or comments, you are welcome to contact us:
Address: 117 Merlot Crescent, Dieppe New Brunswick, Canada E1A 7W4
E-Mail: help[at]feelingmoodie.com

1. INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following information about you:

Personal information including, for example, your name, e-mail address, information about your use of the Products and information collected by tracking technologies as further described below that may identify you as an individual or allow online or offline contact with you as an individual.

Facebook profile information, such as name, email address, and Facebook ID, if you choose to log in to the Products through Facebook.

Health-related data

Within the app, you can run through a screening phase to get an assessment of whether you are suffering from anxiety or depression. During this screening, you will answer various questions and let the app know how you are feeling. We collect, process and use the following health data to be able to provide the services for you following Section 2 of our Terms & Conditions (T&C):

Data from the Moodie screening
Questions related to anxiety and depressive symptoms

Questions about sleeping and healthy eating habits
Evaluations of the above-mentioned data regarding severity and type of symptoms as well as correlations between answers based on psychological theories

Tracking data

Your entries on a scale of smileys with which you can regularly document your mood.
Text-based note entries created by you.
Data from the physiological and psychological exercises
Text-based entries for the exercises
The photos you uploaded during the exercises

Technical Data

This is data that tells us what hardware and software you are using to access our app:

Data about the mobile platform (iOS/Android)
The version of the app
Device model
System version
“Identifier for Advertising in Apple” for iOS devices
“Advertising ID” for Android devices

App usage data

This is data that tells us how you use our app:

How often was the app opened?
Which areas were clicked in the app?
App settings used (language settings, notifications)
Feedback data (incl. e-mail service).

If you choose to share your data using our “Share” system, we will ask you for their name and email address. We will use this information to invite him or her to join the Product. We store this information for the sole purpose of sending invitations and tracking the success of our program. If your Buddy would like us to delete his or her information, they can do so by opting-out as described in each invitation or by contacting us at help@feelingmoodie.com.

2. CONFIDENTIALITY AND SECURITY

The security of your personal information is important to us. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once it is received. If you have any questions about the security of your personal information, you can contact us at help@feelingmoodie.com. Except as described under the “Disclosure of Your Information” section below, we do not provide your personal information to any third party without your specific consent, as defined by applicable law.

3. NEWSLETTERS OR OTHER ELECTRONIC COMMUNICATIONS

If you sign up to receive promotional materials from us via email we will use the information you give us to provide the communications you have requested.

If you inform us that you wish to cancel email promotional materials by selecting “unsubscribe” at the bottom of such communication or by emailing us at help@feelingmoodie.com, we will remove you from our mailing list. If you no longer wish to receive push notifications, you may turn them off at the device level.

If you provide your phone number to us directly or through a third-party for the specific purpose of receiving an SMS message with a link to our Apps, you will receive such SMS message (the “SMS Service”). Standard text message rates will apply.

4. HOW WE PROCESS AND STORE YOUR PERSONAL INFORMATION

We collect and store your health, technical and app usage data while you use our app.

Moodie collects, processes and uses the data mentioned under point 1 to provide the services mentioned in our Terms & Conditions (Art. 1 GDPR). By providing us with your information, we can provide our services.

You are not obliged to provide your personal data (Art. 13 GDPR). The use of our app and related services is voluntary. However, if you do not wish to provide us with the necessary data, we cannot provide the services specified in our T&C for you.

Your data according to our data protection declaration will be stored by us as long as this is necessary for the use of our app and the services associated with it. The anonymized data can also be stored indefinitely for research purposes.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to the Products; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

We do not store your data on your device to ensure maximum security and to ensure the smooth functioning of the app. We store your data on Google servers located in Montreal Canada, and are obliged to comply with the legal provisions on data protection and data security.

We take precautions to protect your data and to prevent misuse.

The app communicates with our server via encrypted connections using SSL (Secure Socket Layer), which prevents third parties from accessing your data without authorization. Both servers and databases are behind firewalls to restrict access. Our provider, Google Cloud, is an ISO 27001, ISO 27017 and ISO 27018 certified hosting provider, which is audited and certified by the internationally recognized auditing company Ernst & Young. The European ISO 27001 certification complies with the requirements of the Canadian Federal Government for Information Security (BSI). The European ISO 27017 certification is an international standard for securing Cloud Services (Cloud Security), which was established by ISO 27018 in particular with regard to the protection of personal data (Cloud Privacy) is supplemented.

5. SINGLE SIGN-ON

You can log into our Products using sign-in services such as Facebook Connect or an Open ID provider. These services will authenticate your identity, provide you the option to share certain personal information (such as your name and email address) with us, and to pre-populate our sign-up form. Services like Facebook Connect give you the option to post information about your activities on our Products or to your profile page to share with others within your network.

6. THIRD PARTY TOOLS

Moodie partly commissions third party providers to provide services for the analysis and evaluation of user behavior. We do this to continuously improve and develop Moodie. The information transmitted for this purpose is pseudonymized. In detail we use the following tools:

a. Facebook SDK

We have integrated the Facebook Software Development Kit (SDK). The Facebook SDK is operated by Facebook Inc, Palo Alto, USA (Facebook). It helps to increase the success of Facebook advertising campaigns, for example by not displaying advertising on devices on which it is already installed. The Facebook SDK also allows various evaluations of the app installation and the success of advertising campaigns. Also, individual activities (events) of the user can be analyzed within the app to define the target group for advertising campaigns more precisely and better, for example. For this purpose, we send Facebook pseudonymous data, such as the app ID, and the information that the app has been launched. The advertising ID provided by the operating system of the mobile device serves as the pseudonym.

c. Google Firebase

In the Mobile App, we use Firebase (<https://www.firebase.com/>), a framework maintained by the Google subsidiary Firebase residing in San Francisco, CA, USA, through which we track and administer the following real-time functions—

- Tracking of basic user events for Firebase;
- Tracking of app crashes and their reasons through Firebase Crashlytics;
- Configuration of app settings through Firebase Remote Config; and
- For all mentioned Firebase services, only anonymized or pseudonymized user data is transmitted to Firebase (Google). Firebase's privacy policy is available under <https://www.firebase.com/terms/privacy-policy.html>.

We use Firebase Crashlytics to track app crashes as they occur and to prevent future ones. In case of an app crash, a report is created that contains the type and OS of the device, your last activities in the app, and your geolocation in pseudonymous form, and that is sent to Google. Information on the functionality of Crashlytics is available under <https://firebase.google.com/products/crashlytics/>

We use Amplitude and Mixpanel analytics to track user events and anonymized or pseudonymized user data is transmitted to both companies.

7. ACCESS TO AND DELETION OF PERSONAL INFORMATION

Upon request, Moodie will provide you with information about whether we hold, or process on behalf of a third party, any of your personal information. To request or access this information, please email help@feelingmoodie.com.

To request the deletion of your personal data that we have on file please email us at help@feelingmoodie.com. Upon request, Moodie will permanently and irrevocably anonymize your data such that it can never be reconstructed to identify you as an individual.

We will respond to your request in a reasonable timeframe.

8. USES MADE OF THE INFORMATION

We do not pass on your data to third parties, unless we are legally entitled or obliged to do so, or you have given us your consent.

Your personal data may be transferred to third parties in the United States while using their third-party tools as described in section 6 above. In these cases, we will always take appropriate measures to protect your data appropriately. The transfer to the USA is subject to an adequacy decision of the EU Commission (Art. 45 GDPR), as all third-parties participate in the EU-US Privacy Shield. For more information, visit www.privacyshield.gov.

9. DISCLOSURE OF YOUR INFORMATION

As a user of our app, you have the following data protection rights, depending on the circumstances of the specific case:

a. Disclosure

To receive information about your personal data processed by us and to request access to your personal data and/or copies of these data. This includes information on the purpose of use, the category of data used, its recipients and authorized persons and, if possible, the planned duration of data storage or, if this is not possible, the criteria for determining this duration;

b. Correction, deletion or limitation of processing

To request the correction, deletion or limitation of the processing of your personal data, e.g. by sending us an e-mail. if (i) the data are incomplete or incorrect, (ii) they are no longer necessary for the purposes for which they were collected, (iii) the consent on which the processing was based has been revoked, or (iv) you have successfully exercised your right to object to data processing; in cases where data is processed by third parties, we will forward your requests for correction, deletion or limitation of the processing to these third parties, unless this proves impossible or involves a disproportionate effort;

c. Opposition to the processing

To object to the processing for reasons arising from your particular situation;

d. Transferability of data

To receive the personal data concerning you that you have provided to us in a structured, current and machine-readable format and to transmit this data to another responsible person without obstruction by us; you may also have the right to request that we transmit the personal data directly to another responsible person, insofar as this is technically feasible;

e. Refusal and revocation of consent

To refuse your consent or – without affecting the legality of data processing before the revocation – to revoke your consent to the processing of your personal data at any time;

f. Automatic decisions

To require that you be subject to a decision based exclusively on automated processing only in the exceptional cases provided by law if that decision has legal effect against you or significantly similarly affects you; should such an automated decision take place in exceptional cases, you have the right to obtain information on the logic involved and the scope of the intended effects;

g. Right of appeal

Communicate with and, if necessary, complain to the data protection supervisory authority.

11. WITHDRAWAL OF CONSENT FOR PROCESSING ACTIVITIES

To the extent that you have provided appropriate consent under applicable law to certain processing activities, such as use of trackers for the purpose of retargeting activities, such consent can be withdrawn at any time by emailing help@feelingmoodie.com.

12. LINKS TO THIRD PARTY SITES

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

14. HEALTHKIT

Apple iOS users may opt-in to allow the Products to provide data regarding the amount of minutes meditated to the Apple iOS "Health" application for display. This data will not be shared with third parties or used for marketing purposes.

15. USE OF MOODIE BY MINORS

You must be 18 years of age, or the age of majority in your province, territory or country, to sign up as a registered user of the Products. Individuals under the age of 18, or the applicable age of majority, may utilize the Products only with the involvement and consent of a parent or legal guardian, under such person's account and otherwise subject to these Terms.

16. INFORMATION POSTED ON FORUMS

Moodie users may have the ability to post content to one or more Moodie forums. All such users may request and obtain removal of such posted content by contacting Moodie at help@feelingmoodie.com and specifically identifying the content to be removed. Please be advised that any such removal does not ensure complete or comprehensive removal of all traces of the content posted on the Moodie forum(s).

17. CHANGES TO OUR PRIVACY POLICY

We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will notify you by in-Product message, email (sent to the e-mail address specified in your account) or by means of a notice in the Products prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.