

'The Naked Life'

PRIVACY POLICY

This policy is effective from 6 June 2020. You may also wish to read our [Terms and Conditions](#)

Your privacy is important to us and we realise the trust you put in us as you engage in the 'The Naked Life' platform. This policy is designed to clearly outline when, how and why we handle and process your information.

What information do we collect about you?

We collect information as and when you provide it to us through your usage of the 'The Naked Life' platform or send to us directly. This information covers several categories of data as outlined below.

Account and Profile Information. When you sign up for an account or edit those account details we collect your name, email address and other contact details and encrypt your password.

Content, Answers, Bookmarks and Action Points. As you engage with 'The Naked Life' we collect and store content you submit. This will include any personal information you choose to provide. We do not access, publish or sell your personal information.

Information you provide via support. If you contact us for support on any other enquiry we will collect information about you and anything you provide in order to service that request and provide the support needed.

Donations. 'The Naked Life' is a free to use tool and does not rely on advertising. If you make donations to 'The Naked Life' we will collect information regarding your donation. We do not collect or store your credit card information, however, this is securely encrypted and held by our payment provider, Stripe.

Anonymised data and analytics. To help us learn how to make 'The Naked Life' a better experience we use fully anonymised data to understand how people use the platform and what they engage with. This will include frequency of logins, amount of content accessed, as well as time spent in the platform. This anonymised data, therefore, does not include any personally identifiable information, such as names or email addresses.

Cookies and other Tracking Tools. In order to provide functionality and recognise you across different devices and track our platform performance we use tracking tools, including Cookies and Pixels.

You can opt out of these tracking technologies through your browser settings and stop your browser from accepting cookies. This may limit your experience or ability to use 'The Naked Life' fully.

How we use information we collect?

We use the information we collect in a few different ways. In some cases this may depend on your choices you have made in the platform.

Providing the 'The Naked Life' functionality. The information you provide on sign up, add to your profile and submit as you use the platform is stored and used to optimise the services we design under 'The Naked Life'.

System messages and helping you stay on track. We use your login to send automated system messages to enhance the way you view your life. You may choose to opt out of these messages at any time from your profile.

Marketing and announcements. 'The Naked Life' is growing and changing all the time. If you have consented, we use your information to send you appropriate news and announcements about the 'The Naked Life' platform, 'The Naked Life' promotions or 'The Naked Life' events. This may include news about, for example, a new service or event.

Providing Support. If you have requested support we will use your information to provide that support and help.

Learning and future development. We are constantly looking for ways to improve 'The Naked Life'. We will use anonymised analytical data to understanding how users are engaging and using the platform. If you have given feedback we may use that information to inform decisions and make future improvements.

Legal Requirements. If required so by law or to protect our legal rights we may use your information for compliance, regulatory, audit or legal investigation reasons.

Legal Obligation. In rare circumstances we may be compelled to disclose personal information, either for compliance, legal order, when it is in your best interest, or to protect the legal rights of 'The Naked Life'.

How we store and secure information we collect

We use servers located in London, UK configured to protect the information and data stored there. While we secure your data using current industry best practices, no system is perfect, we therefore cannot guarantee your data is completely safe from harm. If your account becomes inactive and we detect you haven't used the platform for a significant period of time we may contact you to see if you still want your account. You can request your account deletion at any time, from the options available in your profile screen.

How long we keep information

We retain your information whilst you maintain an account on 'The Naked Life', we do this under Legitimate Interest to easily continue to engage with you in future content. We may reach out to accounts that have no activity for over one year to check if you still wish to maintain your account or if you wish to delete it.

How to access and control your information

Information and data submitted to 'The Naked Life' is yours. You can login anytime and change or update information and preferences we hold about you.

Request a copy of your information. Under GDPR regulations you may request a copy of all the information we hold about you. To do so please contact our support team.

Deleting your account. You may request for your account to be deleted.

When your data is deleted, we remove all personally identifying information and retain anonymised statistical data for future learning and analysis. Once you delete your account there is no way to recover it and no way for anyone to trace the remaining statistics back to you. We advise you make a copy of any information you may wish to keep before deleting your account.

Data Contact

Your “personal information” is defined and protected under the [European General Data Protection Regulation \(GDPR\)](#).

This 'The Naked Life' Privacy Policy is specific to the 'The Naked Life' Platform only.

Your “personal information” is defined and protected under the European General Data Protection Regulation (GDPR).

For a copy of the personal information we hold about you, please address requests to the Data Protection Officer, The Naked Life Ltd. 'Woodands Farm', Greenlands Lane, Prestwood, Bucks, HP16 9QX

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