

Privacy Policy SleepSafeBaby

1. Data We Collect

We may collect the following types of data:

- **Personal Data:** When you create an account, we collect personal data such as your name, email address, and your baby's date of birth. This data is only collected when you choose to provide it.
- **Usage Data:** We automatically collect data about how the app is used, including technical data such as your IP address, device information, and app usage statistics.
- **Location Data:** If the app requests location information, this only occurs with your explicit permission and is used to optimize advice based on your surroundings.
- **Cookies and Tracking:** We use cookies and similar technologies to enhance user experiences and gather data about your use of the app.

2. How We Use the Collected Data

We use the collected data for the following purposes:

- **App Functionality:** To operate the SleepSafeBaby app and provide advice on suitable clothing based on TOG values.
- **User Support:** To assist you with issues related to the app.
- **App Improvement:** To perform analyses on app usage and enhance features.
- **Communication:** To contact you for updates, notifications, or changes related to the app (you can opt out).
- **Legal Obligations:** To comply with applicable laws and regulations.

3. Data Sharing

We do not share your personal data with third parties except in the following cases:

- **With Your Consent:** When you explicitly agree to share data.
- **Service Providers:** We may share data with external service providers who help us deliver services (e.g., cloud storage or analytics), but they are contractually obligated to protect your data.
- **Legal Obligations:** If legally required to share data as part of a legal process, such as a subpoena or lawsuit.

4. Data Security

We take the security of your data very seriously and employ appropriate technical and organizational measures to protect your data against unauthorized access, loss, or alteration. We use encryption and other security techniques to ensure your data remains secure.

5. Retention Period

We retain your personal data for as long as necessary for the purposes for which it was collected or as required by applicable law. Users may request deletion of their account and personal data by contacting our support team.

6. **Your Rights**

You have the following rights regarding your personal data:

- **Access:** You can request access to your personal data at any time.
- **Correction:** You can request correction of inaccurate data.
- **Deletion:** You can request the deletion of your data unless it conflicts with legal obligations.
- **Objection:** You can object to the processing of your data.
- **Data Portability:** You have the right to receive your data in a structured, commonly used, and machine-readable format.

7. **Children's Privacy**

The SleepSafeBaby app is not intended for children under the age of 13. We do not knowingly collect personal data from children under this age. If we become aware that we have collected personal data from a child under this age, we will delete this information as soon as possible.

8. **Changes to This Policy**

BrightMind Tech V.O.F. reserves the right to change this privacy policy at any time. We will inform you of significant changes through an update in the app or via email.

9. **Contact Information**

If you have questions about this privacy policy or wish to exercise your rights, please contact us at:

BrightMind Tech V.O.F.

Email: info@sleepsafebabyapp.com