

## **Privacy Policy for your AppleWISE app**

Effective Date: 2024-11-01

### **Introduction**

Welcome to the AppleWISE app. Your privacy is our priority, and we are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and store health data in compliance with applicable laws.

By using AppleWISE, you consent to the practices described in this Privacy Policy.

### **Data We Collect**

We collect health-related data in a coded (pseudonymized) manner to ensure your privacy. This means your personal identifiers are separated from your health data.

Types of data collected include:

- Health information you provide (e.g., responses to health questionnaires, fitness data).
- Data recorded by connected devices (e.g., step count, heart rate).
- Data you authorize us to access from Apple Health or HealthKit.

### **How We Use Your Data**

We use the collected data to:

- Analyze aggregated health trends for research purposes.
- Personalize your experience within the app.
- Comply with legal and regulatory obligations.

### **How We Protect Your Data**

We implement robust security measures to protect your data, including:

- Pseudonymization and encryption during data transmission and storage.
- Regular security audits and updates.
- Access controls to restrict unauthorized access.

### **Data Sharing**

We do not sell or share your data with third parties for marketing purposes. Data may be shared only under the following circumstances:

- With your explicit consent.
- For research purposes, in coded, de-identified, or aggregated form.
- As required by law, such as to comply with a subpoena or legal process.

### **Your Rights**

Depending on your location, you may have the following rights regarding your data:

- Access: Request access to the health data we collect.
- Correction: Correct inaccuracies in your data.
- Withdrawal of Consent: Withdraw consent for data collection at any time.

To exercise these rights, contact us at [team@panimation.com](mailto:team@panimation.com).

### **Third-Party Integrations**

Our app integrates with Apple Health and HealthKit. Data from these sources is used solely for app functionality and is not shared with third parties or used for marketing.

### **Children's Privacy**

The AppleWISE app is not intended for children under the age of 13. We do not knowingly collect data from children without parental consent.

### **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Changes will be posted within the app and take effect immediately upon posting.

### **Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at:

Expressive Painimation Co.

team@Painimation.com