

Data policy according to GDPR

What kind of information do we collect?

We collect information that is required to guide and monitor your body transformation. The information we collect can be grouped into two different categories - contact information and body information. The former encompasses the information required for us to identify, stay in touch with and update you. The latter encompasses body statistics, pictures and related notes about mood, digestion and everyday life well being continuously updated by you - provided you are in a coaching period. Additionally we collect your payment details.

How do we use this information?

We use your contact information to contact and stay in touch with you. We use your body information to compose workout/meal plans that are tailored to you. The information is aggregated and used to make informed decisions about the coaching.

How long is this information stored?

Your personal information is stored only as long as necessary to provide our services, or until you've requested your data to be deleted. Then your data will either be deleted or anonymized. Your credit card data is stored one month after an ended coaching period.

How is this information shared?

Your contact information is available to us and any connected sales personnel that aid with the sales process. None of your data is sold to third part providers, and it never will be. We share information with law enforcement in response to legal requests.

What is our legal basis for processing data?

We store and process personal data in order to provide a personal and effective product to you. All processing is legally based on one of the following criteria:

- To personalize your product, send invoices and more.
- To fulfill our legal obligations for financial traceability in regards to accounting and bookkeeping.
- To do statistics in order to determine the effectiveness of our products, in which we have legitimate interest in improving.

What are my rights?

- Gain insight into exactly which personal information we store on you.
- Correct incorrectly stored personal information.
- Ask for limited usage of personal information.
- Ask for deletion of personal information once it's not required anymore.
- To be sent all your personal information.

How can you exercise your rights provided under the GDPR?

Send us an email to info@limove.se