



Privacy Policy

Scope of application

We take privacy and transparency seriously. Thus, we commit to ensure the highest possible protection of your personal data. We collect, process and use your personal data strictly in accordance with the European Data Protection Regulation (GDPR) and other applicable legislation.

In the following, we would like to inform you about what information we collect and how we proceed with it. This privacy policy applies both to the use of our Ovy App and to the use of our website. In each case, we will tell you in detail to which specific use (Ovy App, Website, or both) the respective content of this Privacy Policy applies to.

Of course, we are aware that you provide us with highly sensitive personal information especially when using our Ovy App. Your health data is particularly protected since it is a so-called 'special category of personal data' according to Article 9 of the GDPR. We process your sensitive data only if you give us your **explicit consent**. Below you will find the content of the consent that we request from you as part of the registration and usage of the Ovy App. Therefore, if you tick the relevant Opt-in box during the registration process, you give us your consent to use your personal information as described in detail below.

To use the Ovy App you must be at least 18 years old.

If you want more information, feel free to contact us at info@beurer.com.

Support Contact

1. Persons in charge

When we refer to 'Ovy' in this Privacy Policy we mean the following company, which acts as a so-called 'data protector' in the context of the GDPR.

Ovy GmbH
Große Theaterstrasse 39
20354 Hamburg

Company registered at: Hamburg
Local Court (Amtsgericht) of Hamburg, HRB 140562
Management board: Lina Wüller, Eva Wüller

VAT ID DE305785062

If you need support or have trouble using the Ovy App, please reach out to Beurer North America LP.

- Via Phone: 1 (800) 536-0366,



- Via Mail: Beurer North America LP, 1 Oakwood Blvd., Suite 255, 33020 Hollywood, Florida, United States,
- Via Email: info@beurer.com

2. Processing of your personal data

The subject matter of data protection is "personal data". This is any information relating to an identified or identifiable natural person (the data subject). This includes information such as name, postal address, email address or telephone number.

The processing of personal health data is essential so that we can calculate your individual cycle. In the Ovy App, please give your explicit consent that we may process this special type of personal data in accordance with GDPR Art. 9. In the following we would like to inform you about the specific purposes for which we process your health data.

If you use the Ovy App free of charge or subscribe to the Premium version for a charge and give us your consent, we collect, store and process the following (special) personal data, provided you enter these in the Ovy App.

1. **Profile data in the registration process**, including email address, encrypted password, intended use of the Ovy App, "Get pregnant", whether and when you have used hormonal contraception, duration and date of your last period and your average cycle length. We need this cycle data to calculate your current cycle. The information on hormonal contraception is important, as different rules apply for the first cycle after coming off the pill. You can skip some of these questions when setting up the Ovy App so they are not recorded. You can find the details on the registration screen. We ask whether you have an Ovy Bluetooth ovulation thermometer or Beurer Bluetooth ovulation thermometer to give you the opportunity to pair it directly. Note: You do not need to verify your email address in order to use the Ovy App.
2. **Settings data** with which the Ovy App saves adjustments you make. These include all data and notifications entered in the registration process, for example so that the Ovy App reminds you to take the daily temperature, document your period, etc. You can also enter your date of birth so that we can carry out an internal analysis of which age group the Ovy App is relevant for. You can access, check and change the data you provide to Ovy GmbH at any time via your profile.
3. **Information** that you add every day via the (+) in the Ovy App. This includes:
 - **The basal body temperature:** To calculate the cycle or ovulation phase.
 - **The cervical mucus:** To calculate the cycle or ovulation phase according to the symptothermal method.
 - **The cervix position & opening:** To calculate the cycle or ovulation phase according to the symptothermal method.
 - **Interference factors:** The factoring out of the temperature values due to an interference factor such as alcohol, lack of sleep, etc. ensures that the



temperature is not influenced by external factors, but instead is factored out.

- **The period:** You can start a new cycle in the app by entering the period.
- **Results of ovulation test:** In "Trying to conceive" mode, the results of positive ovulation tests influence the ovulation calculation.
- **Results of pregnancy test:** As soon as you enter a positive pregnancy test in the app, the "Pregnancy Mode" starts, which calculates the due date and displays the current week of pregnancy.
- The following **body signals** can be recorded but are not included in the algorithm: Sex, hygiene agent, pain, libido, illness, medication, notes, sleep, mood and activity. The purpose of documenting these anonymous data is for potential future research projects in the field of gynaecology, whereby Ovy GmbH guarantees that such research data cannot be linked to you. All information is encrypted and made anonymous. Ovy GmbH may publish the results of internal research in the form of data visualisations or articles in its own name. We would like to point out to you in this respect that such use is not on the basis of your consent, but rather it is outside the scope of the GDPR, which does not apply to anonymous data.

After setting up a profile in the Ovy App, your data will be saved on the Ovy GmbH servers in order to provide you with a backup function and to provide additional features within the scope of services. The data are transmitted and stored in encrypted form.

3. Links to other website

Our app contains links to other websites of third parties. Ovy GmbH is not responsible for the privacy policies or the content of these third-party websites and cannot make any statements about the level of data protection prevailing on these third-party websites. Responsible is solely the respective site operator.

4. Purposes of processing your personal information

Below we would like to inform you about the specific purposes for which we process your personal data. These purposes vary, depending on whether we collect data through the Ovy App or through the Website.

5. Purposes of processing data that we collect through the Ovy App

We need your personal information specified in section two in order to offer you all the functions of the Ovy App. For example, you should enter your health data in the Ovy App on a daily basis to get a reliable cycle prediction. In addition, by admitting to the registration process, you agree that Ovy may store and process this information in order to generally improve Ovy's services.

Furthermore, by giving your consent, you agree that we may send you information about Ovy's offers (advertisement consent) and reminders via the Ovy App or to the email address you have provided.



Through your profile, you can access, review and change your data provided to Ovy GmbH at any time. You can enter new data yourself. Further rights can be found under in section 8 (Affected rights).

The transfer of your information happens via an encrypted connection.

7. Disclosure of your personal data

We do not share your personal information with third parties unless specifically provided for in this Privacy Policy. Of course, we do not engage in address trading.

8. Legal Basis

According to the GDPR, we are obliged to inform you about the legal grounds on which we base our data processing. We are happy to comply with this obligation.

As far as we carry out the processing of your data on the basis of your consent, which you give us in the course of the registration process, the legal basis is Article 6 (1) sentence 1 lit. a GDPR. In order to make it easier to understand which specific processing operations are based on your consent, we have clearly highlighted (in bold) the concept of consent in this document.

According to Art. 7 (3) GDPR, you have the opportunity to revoke your consent once given to us. As a result, we are no longer allowed to continue the data processing based on this consent for the future. However, it is unfortunately the case that, according to the GDPR, we are only allowed to process your health data on the basis of your consent. Therefore, we will not be able to provide you with any or at least not all functions of the Ovy App after your withdrawal.

Insofar as we process your data for the purpose of fulfilling a contract, in particular for the purchase of the thermometer or other fertility products via our website, the legal basis is Article 6 paragraph 1 sentence 1 lit. b GDPR.

Incidentally, the processing of your data is based on Article 6 paragraph 1 sentence 1 lit. f GDPR for the protection of our legitimate interests. Here you have certain rights of opposition. For details, see section 9 of this Privacy Policy.

9. Rights of the data subject

You have the following rights:

- in accordance with Article 15 GDPR to request information about your personal data processed by us. In particular, you have the right to obtain information on why we process data, the category of personal data we collect, the categories of recipients to whom your data has been disclosed, the planned retention period. You have the right to rectification, deletion, limitation of processing or opposition, the right to lodge a complaint, to find out the source of your data, if it was not collected from us, and the existence of automated decision-making including profiling and, where appropriate, meaningful information about their details.



- in accordance with Article 16 GDPR to immediately demand the correction of incorrect or incomplete personal data stored with us
- in accordance with Article 17 GDPR to erasure of your personal data held by us, except if the processing is required for the exercise of the right to freedom of expression and information, for the fulfillment of a legal obligation, for reasons of public interest or for the assertion, exercise or defense of legal claims
- in accordance with Article 18 GDPR to demand the restriction of the processing of your personal data as far as the accuracy of the data is disputed by you, the processing is unlawful, but you reject their deletion and we no longer need the data, but you assert this, Exercise or defense of legal claims or you have objected to the processing in accordance with Article 21 GDPR
- in accordance with Article 20 GDPR to receive your personal data provided to us in a structured, standard and machine-readable format or to request the transfer to another person responsible
- in accordance with Article 7 paragraph 3 GDPR to revoke your once given consent to us at any time (see above). As a result, we are not allowed to continue the data processing based on this consent for the future
- in accordance with Article 77 GDPR to complain to the supervisory authority of your habitual residence or place of work if you feel it infringes these regulations.

10. Right of objection

If your personal data is processed in accordance with Article 6 paragraph 1 sentence 1 lit. f GDPR is processed on our legitimate interests, you have the right to file an objection against the processing of your personal data in accordance with Article 21 GDPR. Still, this applies only if there are reasons for this arising from your particular situation or the objection is directed against direct mail. In the latter case, you have a general right to objection, which is implemented by us without requiring specification of any particular situation.

If you would like to exercise your right of revocation or objection, please reach out to Beurer North America LP via email: info@beurer.com

11. Further guidance

Please be aware of the guidance in accordance with Article 13 paragraph 2 lit. e GDPR to the following:

The provision of your personal data to us is not required by law. However, the specification of mandatory fields in the registration process is a prerequisite for a contract with us. You are not required to provide us with additional personal information. Not providing us with this information will not result in any negative consequence for you.



We assign you in accordance with Article 13 paragraph 2 lit. f GDPR: We do not process your personal information for the purpose of automated decision-making.

12. Data security

We use the widespread SSL (Secure Socket Layer) method for every website visit, in conjunction with the highest level of encryption supported by your browser. In general, this is a 256-bit encryption. If your browser does not support 256-bit encryption we'll use 128-bit v3 technology instead. Whether an individual website of our website is encrypted is shown by the closed representation of the key or lock icon in the lower status bar of your browser.

We also take appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or total loss, destruction or against unauthorized access by third parties. We are continuously improving our security measures in line with technological progress.

13. Storage and deletion of the data

On quarterly basis, we check whether the data transmitted to us is still needed for the information exchange with you. Data that is no longer needed will be deleted by us immediately, provided that no statutory storage periods are in place.

We reserve the right to have medical data such as cycle lengths and body signals stored in anonymous form on the servers of Ovy GmbH (for details see section 5.1 above). However, this data cannot be assigned in any form to a person and is used solely for research purposes. If you want to delete your data yourself, you can do this in the Ovy App in your profile independently. You can also withdraw your consent at any time by requesting that Ovy deletes your account for you. To do so please write an email to info@beurer.com

and put "Deletion of personal data Ovy App" in the subject heading.

Please be aware that once you decide to delete your data, we will not be able to restore that data.

14. Data protection

If you have an account in the Ovy App, your personal information about yourself and your cycle, as well as the information added on a daily basis, will be stored separately. Thereby we guarantee a very high security of your data. Your password is stored encrypted.

When transferring your data between your device and Ovy's servers, the HTTPS protocol is used for encryption. HTTPS is the same technology used to make secure connections to your web browser and is indicated by a padlock icon in the browser.

While we cannot guarantee that there will never be misuse, loss or alteration, we make every reasonable effort to protect your personal information in our power from misuse, loss and alteration.



We take reasonable action to ensure the security of your personal information in a technically feasible and reasonable manner. Your data will be carefully protected against loss, destruction, falsification, manipulation and unauthorized access or disclosure.

15. Age restriction for the use of the services of Ovy (Article 8 GDPR)

Ovy does not collect and use personal information from children under the age of 18. When registering for an Ovy Account, you must confirm that you are at least 18 years old. If Ovy becomes aware that this information is incorrect, we reserve the right to delete this information immediately. The use of the Ovy App is therefore only permitted at the age of 18 or older.

16. Data transfer outside of the EU and third-party applications (Chapter 5 GDPR)

All personal information that you collect may only be transferred to countries outside the European Union / European Economic Area (EEA) if in compliance with applicable privacy policies, and to ensure that your privacy is protected.

As a startup, we depend on working with cooperation partners or investors. It is also possible to merge with a company later on (for example as part of an acquisition). In the context of such cooperation and transactions, it may be necessary to disclose the data provided by the users to investors, cooperation partners, acquirers or other third parties. By using our app, you hereby agree. Even in such cases, we will handle all data in a highly sensitive manner and resort to statistical, aggregated, pseudonymous or anonymized data.

- **Apple Health (iOS)**

Ovy will not share personal information with Apple's Health App without your prior consent. The approval will be granted by you in the corresponding settings of the Health app or in the Ovy app during the initial configuration of the user profile or via the Ovy app settings. The consent can be withdrawn at any time. Once you have given your consent, Ovy will be able to interact with the Health app on your iOS device and read and / or write information between the Ovy App and Health. This may include the transfer of your personal information to Apple servers outside the European Union.

You can choose whether and to what extent your personal information is shared between Ovy and Apple Health by granting or revoking appropriate permissions in Apple's Health App settings. For more information, see the Apple Health privacy information.

- **Google Fit (Android)**

Ovy will not share personal information with Google Fit without your prior consent. This approval will be granted by you in the appropriate settings of Google Fit or in the Ovy App during the initial configuration of the user profile or via the Ovy App settings and can be revoked by you at any time. Once you've given your consent, Ovy can interact with Google Fit on your Android device and read and / or write information between the Ovy App and



Google Fit. This may include the transfer of your personal information to Google servers outside the European Union.

You can choose to share your personal information between Ovy and Google Fit by granting or revoking permissions in the Google Fit settings. For more information, see the Google Fit privacy information.

- **Google Analytics**

We use the functions of the web analytics service Google Analytics. Provider is Google Inc. 1600 Amphitheater Parkway Mountain View, CA 94043, USA. Google Analytics uses so-called "cookies". These are text files that are stored on your device and that allow to analyze the use of the app or Ovy website by you. The information generated by the cookie about your use of this app is usually transmitted to a Google server in the United States and stored there. However, if IP anonymization is enabled in our app, Google will truncate your IP address beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. Google will use this information to evaluate your use of the app, to compile reports on website activity, and to provide us with other services related to the use of the app and internet usage. The IP address sent from your device as part of Google Analytics will not be merged with any other data provided by Google. You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent your data from being collected on future visits to this [site](#). You can also avoid Google retargeting by clicking this [link](#) and choose to Opt-out. You can revoke the given consent for the so-called tracking technologies in the Ovy App at any time by clicking the link at the end of the Privacy Policy in the setting in the Ovy App.

- **Google Analytics for Firebase und Firebase Crashlytics**

In the Ovy App we use Google Analytics Firebase and Firebase Crashlytics, features of Google Firebase (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, "Google"). Firebase is part of the Google Cloud Platform and offers numerous services for developers. You can find a list [here](#). Some Firebase services process personal data. In most cases, personal data are limited to so-called "instance IDs", which have a time stamp. These "instance IDs" assigned by Firebase are unique and therefore allow different events or processes to be linked. These data do not constitute identifiable information for us, nor do we make any efforts to personalise these afterwards. We process these aggregated data in order to analyse and optimise usage behaviour, such as through the evaluation of crash reports.

Firebase Cloud Messaging is used to send push messages or so-called in-app messages (messages that are only displayed within the Ovy App). A pseudonymised push reference is assigned to the end device that serves as the destination for the push messages or in-app messages. The push messages can be disabled and re-enabled at any time in the end device settings.



We do not use Firebase services that use personally identifiable information, such as IP addresses, email addresses, phone numbers or passwords. Read more about Firebase's privacy and security here: <https://firebase.google.com/support/privacy/>

To continuously improve our Ovy App, we conduct tests on individual pages - for example to find out more about optimal design or the greatest possible clarity of our pages. For such test purposes, we also collect statistical data using Google's Firebase A/B Testing web analysis system (<https://firebase.google.com/docs/ab-testing/>). Firebase does not collect any personal data. The information about your use of this website is transmitted anonymously to a Firebase server and stored there.

You can disable the use of Google Analytics, Google Analytics for Firebase and Firebase Crashlytics in the app at any time in the settings at the end of the privacy policy. For more information on Google Firebase and privacy, please visit <https://www.google.com/policies/privacy>

- **Mailgun**

The sending of emails via the registration portal and for the production of passwords is carried out using "Mailgun". For this purpose, we use the features of the email delivery platform of the US provider Mailgun Technologies, Inc., 535 Mission St., San Francisco, CA 94105. The provider is designated as Privacy Shield-certified (<https://www.privacyshield.gov/participant?id=a2zt0...>), which guarantees compliance with the EU GDPR and all other data protection laws or regulations of a data protection nature applicable in EU Member States. Further information on data processing by the provider can be found at <https://www.mailgun.com/privacy-policy>.

- **Cycle sharing with third parties**

You can share your Ovy Account data with external persons. Contacts with which you share your cycle will see your past, present and future periods, ovulations, fertile phases and possibly other body signals. You can revoke your consent at any time by removing the approval or contacts. This removal takes place immediately.

17. Bluetooth transfer

The Ovy App is used in combination with a Bluetooth thermometer and accesses the services of "Bluetooth SIG", Bluetooth Special Interest Group, Inc. (5209 Lake Washington Blvd NE Suite 350, Kirkland, WA 98033 USA). You can find more information at: www.bluetooth.com.

Use of this transfer between hardware and smartphone requires your consent. Bluetooth Low Energy (BLE) data transfer only works if Bluetooth is enabled on your iOS device. When starting the Ovy App or first pairing a Bluetooth device, you will be asked if you want to allow this service.

In Android, Bluetooth Low Energy transfer is also connected to the location services. Data transfer with Bluetooth Low Energy (BLE) therefore only works if the location services are



enabled on your Android device. This applies to all Android versions 6.0 or higher. We only use this permission to perform BLE scans and enable synchronisation. Ovy GmbH does not record your location.

In Android, you can enable or disable usage under "Settings" > "Location". In Android, you can use the slider to enable or disable Bluetooth under "Settings" > "Connections" > "Bluetooth".

In iOS, you can see which apps are allowed to access Bluetooth and allow or withdraw any future access under "Settings" > "Privacy". In iOS, under "Settings" > "Ovy", you can see whether Bluetooth is enabled for the app.

18. "Cookies"

We use cookies. A cookie is a text file created by our app or website and stored on your smartphone when you visit the Ovy App. Cookies can store different kinds of information and help to provide additional functionality (making the app more user-friendly, effective and secure overall). With the help of cookies, for example, individual user settings for your next visit can be saved, thus enabling a more effective retrieval of the content.

Our app uses the tool "Google Analytics" for marketing and optimization purposes (more information under "Google Analytics"). In addition, the social plugins of other service providers (Facebook, Instagram and Twitter) integrated on our website use cookies ("third party cookies"). For more information, see "Social Media Plugins".

You can prevent the storage of cookies by adjusting the settings of your device accordingly. However, we point out that in this case, you may not be able to use all the features of this app in full. In addition, you can prevent the collection of data generated by the cookies and related to your use of the app (including your IP address) by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following [link](#).

19. Social Media Plugins

On our website (not in the Ovy App), we use buttons ("plugins") of different social networks through which you can make use of the interactive possibilities of the social networks you're using on our website. These plugins provide different functionalities. These are determined by the providers of social networks.

By activating the social media buttons, you agree to the transfer of your data (**not** your app data) to the respective network. The social media providers based in the USA may have a different level of data protection than in the EU member states, i.a. due to legal access rights of state authorities.

Please note that Ovy is not a provider of social networks and has no control over the data processing by the respective service providers. More information about the individual plugins can be found on the websites of the respective operators.



Facebook

Our pages (**not** in the Ovy App) include plugins of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. You can recognize the Facebook plug-ins by the Facebook logo or the "Like-Button" ("Like") on our website. An overview of the Facebook plugins can be found [here](#). If you activate the plugin, the plugin will establish a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our website with your IP address. If you click on the Facebook "Like-Button" while you are logged in to your Facebook account, you can refer to contents of our website in your Facebook profile. We point out that Ovy is not aware of the content of the transmitted data and their use by Facebook and that we are not responsible for the data collection and processing of Facebook. For more information, see the [Facebook Privacy Policy](#).

Facebook Retargeting

Within our offer, due to our legitimate interests in the analysis, optimization and economic operation of our online offer and for this purpose, the so-called Facebook pixel of the social network Facebook, operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland ("Facebook") is being used.

With the help of the Facebook pixel, it is on the one hand possible for Facebook to identify the visitors of our offer as a target group for the presentation of advertisements, so-called "Facebook ads" or "Instagram ads". Accordingly, we use the Facebook pixel to display the Facebook ads we have posted only to those Facebook users who have also shown an interest in our offer or who have certain characteristics (e.g. Interests in certain topics or products that are determined by the websites visited) that we submit to Facebook (so-called "custom audiences").

With the help of the Facebook pixel, we also want to make sure that our Facebook ads are in line with the potential interest of users and are not annoying. With the help of the Facebook pixel, we can also understand the effectiveness of the Facebook ads for statistical and market research purposes, in which we see whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion"). Based on data collected via our web shop, e.g. e-mail addresses, we create "lookalike audiences" to reach interested parties with our offers.

The processing of the data by Facebook is completed according to Facebook's data policy. Accordingly, general notes on how to display Facebook Ads, can be found in Facebook's [Data Usage Policy](#). Specific information and details about the Facebook Pixel and how it works can be found in the help section of [Facebook](#). You can opt out of the collection of your data through the Facebook pixel and use of your data to display Facebook ads. To adjust which types of ads you see within Facebook, you can go to the page set up by Facebook and follow the instructions for the usage-based advertising [settings](#). The settings are platform independent, i.e. they are adopted for all devices, such as desktop computers or mobile devices. You can also opt out of the use of cookies for metering and promotional purposes through the opt-out page of the [Network Advertising Initiative](#) as well as the [US website](#) and the [European website](#).



You can prevent Facebook from collecting the information by clicking on this [link](#) and following the instructions there.

Twitter

On our pages (**not** in the Ovy App), we use functions of the social network "Twitter". These features are provided by Twitter Inc., Twitter, Inc. 1355 Market St, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the "Re-Tweet" function, the websites you visit will be linked to your Twitter account and shared with other users. This data is also transmitted to Twitter. We point out that Ovy is not aware of the content of the transmitted data and their use by Twitter and that we are not responsible for the data collection and processing of Twitter. For more information, see the [privacy policy of Twitter](#).

Instagram

Functions of the service Instagram (**not** in the Ovy App) are integrated on our sites. These features are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA. If you are logged in to your Instagram account, you can link the contents of our website to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate your visit on our website with your user account. Please note that Ovy is not aware of the content of the submitted data and their use by Instagram and that we are not responsible for the data collection and processing of Instagram. For more information, see the [Instagram Privacy Policy](#)

AdRoll

For our advertising, we use the services of the company AdRoll, 972 Mission St., 3rd Floor, San Francisco, CA 94103, USA. AdRoll helps us to show you our ads on other websites. AdRoll specifically targets users who have previously shown interest in our offer. To do this, AdRoll stores a cookie on your computer to better understand your interests. No personal data is stored. You can object to the anonymous analysis of your surfing behavior and the display of interest-based advertising by clicking on the opt-out button. For more information (<https://www.adroll.com/en-US/about/privacy>) about AdRoll data collection, processing, and usage, visit.

Hotjar

This website uses Hotjar, an analysis software of Hotjar Ltd. ("Hotjar"), 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta, Europe). With Hotjar, it is possible to measure and analyze the usage behavior (clicks, mouse movements, scroll heights, etc.) on our website. The information generated by the "tracking code" and "cookie" from your visit to our website will be transmitted to the Hotjar servers in Ireland and stored there. The tracking code collects the following information:

Device dependent data. The following information may be recorded through via your device and your browser: IP address of your device (collected and stored in an anonymous format), e-mail address including your first and last name, assuming you have provided it on our website, screen size of your device, device type and browser information,



geographic viewpoint (country only), the preferred language for displaying our website. The following data is automatically generated by our servers when Hotjar is used: Referring domain, visited pages, geographic location (only the country), the preferred language to represent our website, date and time when the website was accessed.

Hotjar will use this information to evaluate the use of our website, to generate reports of use, as well as other services related to the website use and internet evaluation of the website. Hotjar also uses third-party services, such as Google Analytics, to provide their service. These third parties may store information that your browser sends during your visit to the Website, such as cookies or IP requests. For more information on how to store and use Google Analytics, please refer to their privacy policy. By continuing to use this site, you agree to the above processing of the data by Hotjar and its third parties under their respective Privacy Policies. The cookies that Hotjar uses have a different "lifespan"; some stay up to 365 days, some remain valid only during the current visit. You can prevent the collection of data by Hotjar by clicking on the this [link](#) and follow the instructions.

ADCELL affiliate program

This website uses tracking cookies of Firstlead GmbH with the brand [ADCELL](#). As soon as the visitor clicks on an advertisement with the partner link, a cookie is set. Firstlead GmbH / ADCELL uses cookies in order to be able to trace the origin of the orders. In addition, Firstlead GmbH / ADCELL uses so-called tracking pixels. Through this information, the traffic on the pages can be evaluated. The information generated by cookies and tracking pixels regarding the use of this website (including your IP address) and the delivery of advertising formats are transmitted to a server of Firstlead GmbH / ADCELL and stored there. Among other things, Firstlead GmbH / ADCELL can recognize that you have clicked on the partner link on this website. Firstlead GmbH / ADCELL may pass on this information to its contractual partner, but your IP address will not be merged with other data stored by you. You can prevent Adcell from collecting your information by clicking on this [link](#) below. An opt-out cookie will be set which prevents the collection of your data during future visits to this website.

Microsoft Bing Ads

We use conversion tracking from Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA on our pages. Microsoft Bing Ads saves a cookie to your computer if you have accessed our website via a Microsoft Bing ad. This enables Microsoft Bing and us to see that someone has clicked an ad, been redirected to our website, and reached a previously determined target page (conversion page). We only learn the total number of users who have clicked a Bing ad and have then been redirected to the Conversion page. No personal information about the user's identity is shared. If you do not want information about your behaviour to be used by Microsoft as explained above, you can refuse the saving of a cookie required for this; one way to do this is to set your browser to generally deactivate the automatic saving of cookies. You can also prevent Microsoft from collecting the data generated by the cookie and relating to your use of the website, as well as the processing of this data, by declaring your objection at the following [link](#). Further information on data protection and the cookies used by Microsoft and Bing Ads can be found on the Microsoft [website](#).



Bing Universal Event Tracking (UET)

On our website, Bing Ads technologies record and store data from which usage profiles are created using pseudonyms. This is a service provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. This service enables us to track users' activities on our website when they have reached our website via ads from Bing Ads. If you access our website via an ad of this type, a cookie is saved to your computer. A Bing UET tag is integrated into our website. This is a code that, in combination with the cookie, stores some non-personal data about website use. Among other information, this includes the length of time spent on the website, which areas of the website have been accessed, and via which ad the users reached the website. Information about your identity is not collected. The collected information is transferred to Microsoft servers in the USA and stored there for a maximum of 180 days. You can prevent Microsoft from collecting the data generated by the cookie and relating to your use of the website, as well as the processing of this data, by deactivating the saving of cookies. This may restrict the functionality of the website. In addition, Microsoft may be able to track your usage behaviour across several of your electronic devices through cross-device tracking, making it possible to display personalized advertising on or in Microsoft websites and apps. You can deactivate this at the following [link](#). More information on Bing's analytics services can be found on the Bing Ads [website](#). Further information on data protection at Microsoft and Bing can be found in Microsoft's [data privacy statement](#).

20. Automatically collected information

For reasons of system security and to detect and track inadmissible access attempts and access to our app or our web server, certain information is automatically collected and stored in a log file. This happens as soon as you download our app, visit the website, or retrieve content.

This automatically collected information in the app includes: your smartphone's device number, operating system, software version used, the date and time of usage and the error logs. Also, geo-location; your IP address; device ID or unique identifier; SIM card usage and details. This automatically collected information on the Ovy website includes: browser type / version, operating system used, referrer URL, IP address or host name of the accessing computer, date and time of the request, visited subpages, device type (mobile / web) and location. The storage of this data is done to ensure the stability and reliability of the app and to detect cases of abuse. This data is also deleted or overwritten on a quarterly basis, providing that there has been no suspicion of unlawful access to our app. The analysis of the automatically collected data only takes place in the case of such suspicion and only by authorized persons for purposes of data protection control, data storage or to ensure the proper operation of a data processing system. If you contact our service by sending a support request to our team, we will record the communication history as well as the information you send in this context (e.g., e-mail address). This ensures that we can process requests and provide appropriate support.

21. Newsletter, Advertisement



Based on your explicit consent, we will regularly send you our newsletter or similar information by email to the email address you have provided.

Providing us with an email address is sufficient for receiving the newsletter. When you subscribe to our newsletter, the data you provide will only be used for this purpose. Subscribers can also be informed by email about circumstances relevant to the service or registration (for example, changes to the newsletter or technical conditions).

We need a valid email address for registration. To verify that a log-in attempt is actually made by the owner of an email address, we use the "double opt-in" procedure. To do this, we log the subscription to the newsletter, the sending of a confirmation email and the receipt of the requested response. No further data is collected. The data will only be used for sending newsletters and will not be passed on to third parties.

Newsletter by Klaviyo: We use the Klaviyo component to send our newsletters. Klaviyo is a service provided by Klaviyo Inc, Boston, USA. Your data (email address, if applicable name, IP address, date and time of your registration) saved when you register for the newsletter will be transferred to a Klaviyo Inc. server in the USA and stored there in accordance with the "EU-U.S. Privacy Shield". You can find more information about privacy at Klaviyo at <http://klaviyo.com/privacy/>. You can cancel or withdraw your subscription to this newsletter and your consent to the storage of your data at any time with future effect. You can find more details on this in the confirmation email and in each individual newsletter.

Newsletter tracking: Our newsletters contain web beacons that allow us to identify whether and when an email has been opened and which links in the email have been followed by the personalised recipient. We store these data so that we can tailor our newsletters to the needs and interests of our subscribers. Accordingly, the data collected in this way are used to send personalised newsletters to the respective recipient.

Newsletter consent: With regard to the use of your personal data to receive our newsletter, you will be asked to give your consent as follows: "Please confirm our General Terms and Conditions and our Privacy Policy." By confirming, you agree to your data and usage behaviour being electronically stored through newsletter tracking in order to send you customised newsletters. By revoking your newsletter consent, you also revoke your consent to newsletter tracking. Furthermore, by confirming the General Terms and Conditions and Privacy Policy, you agree to your newsletter data being processed and stored by a service provider in the USA.

You can unsubscribe from our newsletter by clicking on the unsubscribe link at the bottom of the message and disabling notifications.

22. Contact form

You can contact us by email or via the contact form if you have any questions. This requires a valid email address. This is used to assign and then answer the enquiry. The provision of further data is optional. The information you provide will be stored for the purpose of processing the enquiry and for possible follow-up questions.

23. Links to other websites



Our app contains links to other websites of third parties. Ovy GmbH is not responsible for the privacy policies or the content of these third-party websites and cannot make any statements about the level of data protection prevailing on these third-party websites. Responsible is solely the respective site operator.

24. Amendment of this Privacy Policy

We reserve the right to change the contents of this privacy policy in accordance with the statutory data protection regulations. If we make a change to this policy that we deem necessary, we will notify you by e-mail to the e-mail address associated with your account. If you wish to continue to access and use our services after the date of these changes, you agree to be legally bound by the revised privacy policy.

The Ovy App is operated by Ovy GmbH.
Ovy GmbH
Große Theaterstraße 39
20354 Hamburg
Germany

For further information and to exercise your rights please contact Ovy GmbH via our partner Beurer North America LP (info@beurer.com).