Privacy Policy

Your privacy is important to motiMind. This Privacy Policy covers how we collect, use, disclose, transfer, and store your information. Please take a moment to read it and familiarize yourself with our privacy practices and let us know if you have any questions.

Collection and Use of Personal Information

Personal information is data that can be used to uniquely identify or contact a single person.

You may be asked to provide your personal information when registering as a user to any of motiMind web services or when installing any of our mobile applications. motiMind and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. motiMind may also combine it with other information to provide and improve our products, services, content, and advertising.

Here are some examples of the types of personal information motiMind may collect and how we may use it.

What personal information we collect

- When you create an user account to motiCoach, any other motiMind web service, install and take into use any of our mobile applications, or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.

- When you store data such as weight, energy level, heart rate or any other piece of data related to our services and applications by using any of our services, motiMind may collect the information you provide.

How we use your personal information

- The personal information we collect allows us to keep you posted on motiMind’s latest product announcements, software updates, and upcoming events. It also helps us to improve our services, content, and advertising. If you don’t want to be on our mailing list, you can opt out anytime by cancelling your mailing list subscription.

- We also use personal information to help us develop, deliver, and improve our products, services, content, and advertising.

- From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Because this information is important to your interaction with motiMind, you may not opt out of receiving these communications.

- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve motiMind’s products, services, and customer communications.

- If you enter into a sweepstake, contest, or similar promotion we may use the information you provide to administer those programs.
Collection and Use of Non-Personal Information

We also collect non-personal information − data in a form that does not permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

- We may collect information such as occupation, language, zip code, area code, unique device identifier, location, and the time zone where a motiMind product, service or application is used so that we can better understand customer behavior and improve our products, services, and advertising.

- We also may collect information regarding customer activities on our website, mobile applications and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

Cookies and Other Technologies

motiMind’s website, online services, interactive applications, email messages, and advertisements may use “cookies” and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

motiMind and its partners use cookies and other technologies in mobile advertising services to control the number of times you see a given ad, deliver ads that relate to your interests, and measure the effectiveness of ad campaigns.

motiMind and our partners also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with motiMind more convenient and personal. For example, knowing your first name lets us welcome you the next time you visit the motiMind web page. Knowing your country and language will help us localize your user experience. Knowing someone using your computer or device has shopped for a certain product or used a particular service helps us make our advertising and email communications more relevant to your interests. And knowing your contact information, product serial numbers, and information about your computer or device helps us register your products and provide you with better customer service.

If you want to disable cookies, check with your browser provider to find out how to disable cookies. Please note that certain features of the motiMind website will not be available once cookies are disabled.

As is true of most websites, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. motiMind may use this information in our marketing and advertising services.
In some of our email messages, we use a “click-through URL” linked to content on the motiMind website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

**Disclosure to Third Parties**

motiMind will not share your data without your consent with third parties for their marketing purposes.

**Service Providers**

motiMind shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever motiMind operates.

**Others**

It may be necessary — by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence — for motiMind to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

**Protection of Personal Information**

motiMind takes precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction.

When you use some motiMind products, services, or applications or post on a motiMind forum, chat room, or social networking service, the personal information you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

**Integrity and Retention of Personal Information**

motiMind makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

**Access to Personal Information**

You can access your personal information through the user profile section in any of our services you have registered to. For other personal information, we make good faith efforts to provide you with access so you can request that we correct the
data if it is inaccurate or delete the data if motiMind is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made by contacting us via email.

Children

We do not knowingly collect personal information from children under 13. If we learn that we have collected the personal information of a child under 13 we will take steps to delete the information as soon as possible.

Location-Based Services

To provide location-based services on motiMind products, motiMind and our partners and licensees may collect, use, and share precise location data, including the real-time geographic location where you are using our services and/or applications. This location data is collected anonymously in a form that does not personally identify you and is used by motiMind and our partners and licensees to provide and improve location-based products and services. For example, we may share geographic location with application providers when you opt in to their location services.

Some location-based services offered by motiMind, require your personal information for the feature to work.

Third-Party Sites and Services

motiMind websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

International Users

Information you provide may be transferred or accessed by entities around the world as described in this Privacy Policy. motiMind abides by the “safe harbor” frameworks set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information collected by organizations in the European Economic Area and Switzerland. Learn more about the U.S. Department of Commerce Safe Harbor Program.

Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to motiMind employees and strictly enforce privacy safeguards within the company.

Privacy Questions

If you have any questions or concerns about motiMind’s Privacy Policy or data processing, please contact us info@motimind.com