

## PRIVACY NOTICE

### The personal data we collect

Mind Gym plc (“we”, “us”, “our”) will collect personal data relating to you when you use the Mind Gym Store. This will include :

- your name and email address, which you will need to provide in order to create an account to use the platform;
- the IP address of the computer device you are using to access the platform, which is collected automatically by the platform;
- your session history (scores, time spent, completion data), which is collected automatically by the platform;
- your ratings and feedback on the e-Workout, which you may provide to us using a feedback form on the platform;
- your name, an email address and other information relating to your job, if you choose to provide this information to us in the feedback form or by another means for the purpose of receiving follow-up and/or other emails from us.

### What we use the personal data for

We will use the personal data for the following purposes:

- we will use the name and work email address you provide when creating an account to enable you to use the platform and access the eWorkouts;
- we will use your IP address to enable your device and our platform to communicate and transmit digital content.
- we will use your session history for several purposes:
  - to provide you with a personalised report of your performance and completion of eWorkouts; and
  - to analyse and understand how our eWorkouts are used so that we can identify any problems with them and improve their content and functionality (we will only use aggregated data for this purpose which is not linked to the other identifying information we collect).
- we will use your name, email address and any other information you choose to give us for the purpose of receiving follow-up emails about your evaluation of the Mind Gym Store Front, the platform and eWorkouts you have accessed.
- we will use your name, work email address and any other information you choose to give us for the purpose of receiving marketing emails and other communications about our products and services, such as our e-newsletter, (where you have indicated that you wish to receive these communications).

## **Our legal basis for using the personal data**

Our legal basis for the processing purposes described above is that processing personal data is necessary for the purposes of our legitimate interests. The relevant legitimate interests vary according to the purpose for which we use personal data:

- Where we use your personal data for the purposes of enabling you to access and use the Mind Gym Store Front, the platform and our eWorkouts, our legitimate interests are providing our products and services as part of our core business activity.
- Where we use your personal data for the purposes of analysing and understanding use of, and feedback on, our eWorkouts so that we can identify problems and improve their content and functionality, our legitimate interests are improving our products and services for the benefit of all who use them and to sustain and grow our business by ensuring that our products and services continually evolve to be market-leading and competitive.
- Where we use your personal data for the purposes of sending you emails, our legitimate interests are promoting our products and services and maintaining relationships with all who have participated in our eWorkouts in order to drive sales and sustain and grow our business.

Any changes we make to this privacy notice in the future will be posted on this platform and, where appropriate, notified to you by e-mail or other suitable method. Please see our full **privacy notice** (<https://themindgym.com/privacy-policy/>) for further information about our processing of personal data and your rights in respect of personal data about you. Please contact [legal@themindgym.com](mailto:legal@themindgym.com) with any requests, questions or concerns relating our use of your personal data.