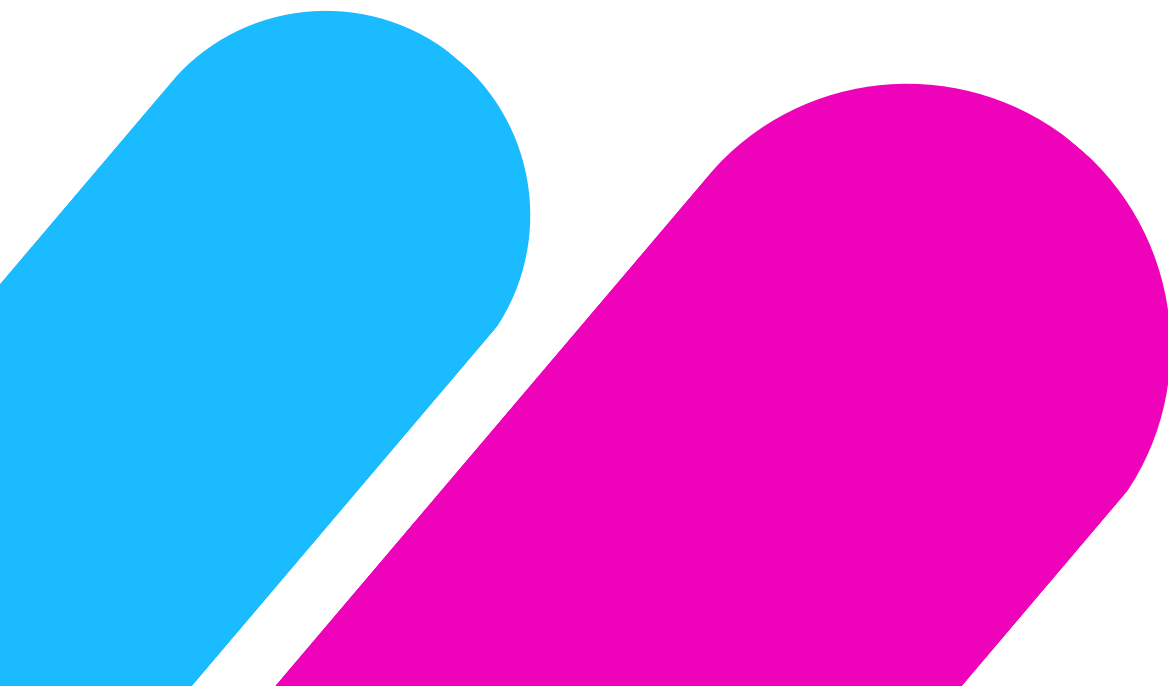




Privacy Policy

Life Transitions Mobile Application

Updated: January 2024



Privacy Policy for Life Transitions Mobile Application

Introduction

Apollo Health Innovations Ltd ("we", "us", or "our") operates the Life Transitions mobile application ("Service") in conjunction with East Sussex County Council ("ESCC"). This Privacy Policy informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us. ESCC acts as the data controller, and Apollo Health Innovations Ltd acts as the data processor.

Data Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

- **Personal Data:** While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:
 - Name
 - Postcode
 - Date of Birth
 - Gender
 - Telephone Number
 - Email Address
 - Ethnicity
 - Mental Health Information
 - Physical Health Information

Collection Method

Your data is collected on an ad hoc basis and used as and when required for analysis to improve the Service.

Use of Data

Apollo Health Innovations Ltd uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent, and address technical issues

Retention of Data

Apollo Health Innovations Ltd will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Apollo Health Innovations Ltd will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

Retention Period

Your personal information will be held for 36 months.

Deletion and Anonymisation

Upon reaching the end of the retention period, information will be anonymised by data redaction that can remove the possibility to identify an individual. Our software systems allow for the deletion of information when retention periods are reached, ensuring compliance with GDPR regulations.

GDPR Compliance

Our collection, storage, and use of personal data will be conducted in compliance with the General Data Protection Regulation (GDPR).

Your Data Protection Rights Under GDPR

Under GDPR, you have various rights, including:

- The right to access, update or delete the information we have on you.
- The right of rectification.
- The right to object.
- The right of restriction.
- The right to data portability.
- The right to withdraw consent.

Please note that we may ask you to verify your identity before responding to such requests.

Contact Us

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

- By sending us an email: info@apollohi.io

This Privacy Policy is effective as of 31/01/2024 and will remain in effect except concerning any changes in its provisions in the future, which will be in effect immediately after being posted on this page.