



Okky Privacy Policy

Taking care of your data is important to us. We aim for the highest standards of privacy and security and we are committed to being transparent about how we process and use your data.

This Privacy Policy explains how your data is collected, stored and used, and what steps we take to ensure your data stays safe.

Please read our Privacy Policy carefully before using Okky and refer back to it regularly to check for updates. Remember, by accessing and using the Okky app or Okky website, you agree to this Privacy Policy.

Okky was developed and is owned by UNICEF. Please do not hesitate to contact us if you have any questions about the use of your data in Okky. To contact us please email hello@okkyapp.info.

For the purpose of this Privacy Policy, “personal data” means any information that enables us to identify an individual, directly or indirectly, by reference to an identifier such as name, identification number, location data, online identifier or one or more factors specific to the individual.

1. What information does Okky collect about you and how do we use it

When you enter information into the Okky app, Okky uses technology to turn that data into helpful information that can help you learn more about your menstrual cycle patterns to enable you to take control of your body and your health.

Okky has been designed to minimize the use of your personal data. Described below are the sources and types of data we collect and process as well as information on how we use such data:

Login information

In order for you to use the period tracker functions on the Okky app, you need to create a login. During login creation, we ask you for a display or username, month and year of birth, gender and location (country and province only). We encourage you to select a display name that does not disclose your real name or other information that could identify you – especially if you are under the age of 18. We request this gender, age and location data from you to understand if we are reaching the right audiences; all of this data is aggregated and anonymised.

Device data

We collect information on the device you use to access Okky's services, such as the model, operating system, language, location and the session's duration. This data is anonymized and is collected to help us understand our users better and how they are engaging with Okky.

Engagement data

When you use the Okky app, we and our third-party service providers process engagement data about how you are interacting with the Okky app. This engagement data is anonymized, meaning it does not identify you as an individual. We use an App center together with some custom created tracking features to record these interactions.



We collect this information to understand your usage of our services, for example which functions of the Oky app you are using and to ensure all the features provided by the Oky app are functioning properly. We also collect this information to communicate with you about the app and its services.

Health and Menstruation data

Your information about your health and menstruation that you enter in the calendar feature of the Oky app, such as dates of your past and current periods, is collected and used to predict your future period dates. This information is stored on our servers so that you can have access to that information whenever you log into your account from any device. However, to protect your privacy, we have set up a system where no-one can identify any one user from this stored data.

The information you enter in your day cards (body, mood, activity and flow, and your daily diary card) is stored locally on your device and only you have access to it.

Surveys

Okky may ask your feedback about the Oky app through questions and surveys, e.g. on the performance of the app or on the usefulness of the information Okky provides and your experience of using the Oky app. Information given by you via such surveys and questions is processed by Okky to improve our services and your experience with Okky. Any survey responses are anonymous.

Cookies

Cookies are small text files which identify your computer, phone, and other devices to our server.

The Okky website uses Google Analytics, which can use cookies and similar technologies to collect and analyze information about your use of the website and report on activities and trends. You can learn more about Google's practices by going to <https://www.google.com/policies/privacy/partners/>. The information collected through Google Analytics includes your IP address, network location, what browser you are using, device IDs and characteristics, operating system version, language preferences, referring URLs, and information about the usage of the Okky website.

However, Google Analytics removes any and all Personal Information about Okky website users (such as IP addresses) before any analytics are shared with the Okky team, so all website analytics are anonymised and cannot be used to identify you or any individual.

Aggregate data

We may aggregate information collected through the Okky app for statistical analysis and other lawful purpose, including in research studies intended to improve our understanding of young people's use of technology and digital tools. The results of this research may be shared with third parties, such as our partners, supporters, educators and researchers through conferences, journals, and other publications. If we do this, all data will be aggregated and anonymous.

Legal



We may use your information to enforce our Terms of Use, to defend our legal rights, and to comply with our legal obligations and internal policies.

2. How do we keep your data secure

We use many reasonable measures – physical and electronic – to prevent unauthorized access and disclosure of your data. However, it is always a possibility that third parties may unlawfully intercept or access your data.

So, although we work extremely hard to safeguard your data, we cannot guarantee that your data will always remain private.

The security of our servers is regularly checked by experts to ensure your data is protected from unauthorized access.

The following data is stored on our servers: your username, month and year of birth, gender, location (country and province), your period related data, the menstrual cycle start and end date, and the theme, language and avatar you selected on the Oky app. However, we have put in place a system so that no-one can identify any one user from this stored data. We store this data on our server so that you can access this data when you log into your account from different devices.

You can contact us with any questions you may have about data security via email: hello@okyapp.info.

Recommendations for protecting your data

We believe the biggest threat to the security and privacy of your data is if someone—probably someone you know—gains access to your device. The data you enter into Oky is private and it should stay that way. We have outlined some ways to keep your device secure below:

- Activate a unique PIN or password code to create a login. Make it personal and not easy for others to guess. Do not use your date of birth or your name, for example. If you share your device with others, activating a unique PIN or password code will ensure you are the only person who can access your Oky-related data on the device.
- Set up a feature that will allow you to erase all the data from your device if it is lost or stolen. For Android, download and set up Find My Device (formerly Android Device Manager) from the Google Play Store and, if needed, use the connected web interface to lock or wipe your phone remotely.

3. Third party websites

The Oky app or website may contain links to other sites that are not covered by this Privacy Policy. This Privacy Policy applies only to the processing of your information by Oky. It does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any site or service to which the Oky website or app links.

The inclusion of a link on the Oky website or app does not imply endorsement of the linked site or service by UNICEF. Please be aware that the terms of this Privacy Policy do not apply to these outside websites or content, or to any collection of data after you click on links to such outside websites.

4. How long does Oky keep your data



We will only use and store information for so long as it is required for the purposes it was collected for and as specified in UNICEF's retention policy. We use your data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and rights, or if it is not technically and reasonably feasible to remove it. We also retain the right to store your data with parties outside of UNICEF's direct control, such as with the servers or databases of a third-party organization.

5. How can you control your data

If you have registered an account with us, you can access most information associated with your account by logging in and using the account setting page. If you want to delete your account and/or your contributed data, you can delete it from the app. Once you delete your account, all the data will be erased from our servers.

6. Notifications of changes to the Privacy Policy

We review our security measures and our Privacy Policy and we may modify our policies as we deem appropriate. If we make changes to our privacy practices, we will post a notification to the Oky website and app alerting you that the Privacy Policy has been amended.

Such changes will be effective immediately upon posting them to the Oky app and website. For this reason, we encourage you to check our Privacy Policy frequently. The "Last Updated" date at the bottom of this page indicates when this Privacy Policy was last revised.

Your continued use of the Oky app or website following these changes means that you accept the revised Privacy Policy.

7. Contact Us

Feel free to contact us if you require further information about this Privacy Policy. To contact us please email: hello@okyapp.info.

Last updated: 1st December 2021