Privacy Policy of Muvn

Muvn Ltd (referred to as **"Muvn," "we," "our," or "us"**) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and share your personal data when you use the Muvn mobile application (the **"App"**) and related services.

We are based in the United Kingdom and comply with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and other applicable UK privacy laws.

Unless otherwise stated, this Privacy Policy does not cover third-party websites, apps, or services that you may interact with through our App.

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1. Information We Collect

We may collect the following types of personal information:

- **Account details:** name, email address, username, password.
- **Profile and usage data:** age, gender, photos, videos, friends list, clubs joined, activity history, and interactions within the App.
- **Fitness and activity data:** step counts, distance, pace, duration, cycling and running data, challenge participation, and progress.
- **Location data:** GPS and motion data when you enable location services, used to track and verify your activities. You may disable this in your device settings, but doing so may limit App functionality.
- **Device information:** IP address, device identifiers, operating system, and app usage statistics.
- **Payment information (for premium features):** billing details, debit/credit card information, or digital wallet details.
- **Other information you provide:** feedback, survey responses, or communication with us.

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2. How We Collect Information

- **Directly from you:** when you register, update your profile, or communicate with us.

- **Automatically:** through cookies, analytics tools, and device sensors.
- **From third parties:** if you link Muvn with services such as Apple Health, Google Fit, or social media accounts (subject to their privacy policies).

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3. How We Use Your Information

We process your personal data for purposes including:

- To operate, personalise, and improve the App.
- To provide activity tracking, leaderboards, groups, and challenges.
- To verify movement data and ensure fair use of rewards and badges.
- To enable social features, including connecting with friends, groups, and run clubs.
- To process payments and manage subscriptions.
- To communicate important updates, service changes, or promotional offers (you may opt out of marketing at any time).
- To meet our legal, regulatory, and compliance obligations.

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4. Legal Basis for Processing

Under UK GDPR, we rely on one or more of the following legal bases:

- Your **consent** (e.g., for marketing or sharing activity data with friends).
- **Performance of a contract** (to deliver the App's features and services).
- **Legitimate interests** (e.g., ensuring security, improving services).
- **Legal obligations** (where required by law).

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5. Sharing Your Information

We may share your information with:

- **Service providers** that support our operations (e.g., hosting, analytics, payment processing).
- **Other users** of the App, when you join groups, leaderboards, or share activities.
- **Business partners** (only with your consent, e.g., if you join sponsored events).
- **Legal authorities** when required to comply with the law or protect our rights.

We do not sell your personal data.

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6. Data Storage & Security

We implement appropriate technical and organisational measures to protect your personal data from loss, misuse, or unauthorised access.

Your data may be processed outside the UK/EEA. Where this occurs, we ensure adequate safeguards (e.g., UK-approved standard contractual clauses).

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7. Cookies & Tracking Technologies

We use cookies and similar technologies to improve App performance, remember preferences, and analyse usage. You may control cookies through your device or browser settings.

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8. Your Rights

You have the following rights under UK GDPR:

- Access the personal data we hold about you.
- Request correction of inaccurate data.
- Request deletion of your data (“right to be forgotten”).
- Restrict or object to processing of your data.
- Request portability of your data.
- Withdraw consent for processing at any time (without affecting prior lawful processing).

To exercise these rights, contact us using the details below.

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9. Data Retention

We keep your personal data only as long as necessary to provide the App, comply with legal obligations, and resolve disputes. If you close your account, we will delete

or anonymise your data within a reasonable period, unless retention is required by law.

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10. Children's Privacy

Muvn is not intended for children under **13 years old** (or under 16 in some jurisdictions). We do not knowingly collect personal data from children. If we learn that we have, we will delete it promptly.

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11. Updates to This Policy

We may update this Privacy Policy from time to time. Changes will be posted in the App and take effect when published. We encourage you to review it regularly.

Last updated: September 2025.

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12. Contact Us

If you have any questions or complaints about this Privacy Policy or how your data is handled, please contact us at:

Muvn Ltd
Email: **matt@trymuvn.com**
Website: www.trymuvn.com