

Better™ Privacy Policy

Better™ ("we," "our," or "us"), operated by Betterbio LTD in the UAE, provides personalized health and nutritional services, including genetic testing, nutrition plans, and teleconsultations (collectively referred to as "Services"). We are committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, and disclose your personal information when you use our web and mobile applications.

1. Information We Collect

We collect various types of personal data to provide and improve our Services. These include:

Personal Information:

- Contact Information: Name, email address, phone number, address, and other similar identifiers.
- Health-Related Information: DNA analysis results, blood test results, medical history, health status, teleconsultation records, and custom meal plans.
- Biological Samples: Saliva or blood samples collected for genetic testing and health analysis.
- Teleconsultation Data: Audio, video, and chat records from consultations with healthcare providers.
- Payment Information: Payment card details, billing address, and transaction history.
- Kit Information: Unique home test kit number for tracking results, with no personal identifiers attached.
- Food pictures: This will be used for generating food intake summaries

Automatically Collected Information:

- Device and Usage Data: IP addresses, device identifiers, browser type, and web interactions.
- Teleconsultation Technology Data: Device details, technical logs, and performance data during teleconsultation sessions.

2. How We Use Your Information

We use your personal information for the following purposes:

- Provision of Services: To facilitate DNA and blood testing, teleconsultations, nutritional advice, and personalized health plans.
- Teleconsultation Recording: Audio, video, and chat consultations are recorded for quality control, compliance, and record-keeping purposes.

- **Account Management:** To manage your account, communicate results, and notify you of health and nutrition updates.
- **Legal Compliance:** To comply with applicable laws and regulations, including health data retention requirements.
- **Improvement of Services:** To analyze usage patterns and trends to improve the functionality of our services.

3. Information Sharing

We do not share your personal information with third parties without your consent, except under the following circumstances:

- **Partner Labs:** Biological samples are sent to our partner labs using only the unique kit number. No personal identifiers are shared.
- **Teleconsultation Providers:** Healthcare providers offering teleconsultations may access medical records solely to provide care.
- **Service Providers:** We may share data with service providers who assist us in delivering technology, analytics, or customer services. These providers are contractually obligated to protect your data.
- **Legal Obligations:** We may disclose your data to comply with legal requirements, court orders, or regulatory obligations.

4. Data Privacy and Security

We implement industry-standard security measures, including encryption, secure storage, and restricted access to health records. While we strive to protect your data, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

Biological Sample Storage: Biological samples are stored in accredited laboratories and retained for up to one year, or longer if required by law.

5. Your Rights and Choices

You have the following rights concerning your data:

- **Access and Update:** You can access and update your information via your account settings.
- **Account Deletion:** You can request the deletion of your account and personal data by contacting us, subject to legal retention requirements.
- **Teleconsultation Records:** You can request a copy of your teleconsultation records or their deletion if legally permissible.
- **Cookie Preferences:** You can manage your cookie settings via your browser. Disabling cookies may limit the functionality of our services.

6. Consent for Research and Data Sharing

We will not share your genetic or health data with third parties for research without your explicit consent. You may opt in to allow anonymized data to be used for research purposes, such as identifying health trends or disease patterns.

7. Children's Privacy

Our services are not intended for individuals under the age of 18 without parental consent. We do not knowingly collect personal information from minors without such consent. If we become aware of any data collected from minors without consent, we will promptly delete it.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. You will be notified of any changes by a notice on our website or app, and the updated policy will take effect as soon as it is posted.

9. Contact Us

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

Email: support@getbetter.bio