



Rypple: Privacy Policy

Introduction

Rypple, a Dutch non-profit start-up registered at Cypresstraat 64, 2565LW Den Haag, is committed to protecting your privacy and handling your personal data with utmost care. This privacy policy explains how we collect, use, and protect your personal information in accordance with the General Data Protection Regulation (GDPR) and Dutch data protection laws.

Our mission is to make staying healthy easier by creating an environment that incentivizes health promotion. In pursuit of this goal, we may collect and process certain personal data. This policy outlines our practices regarding such data.

Items:

1. Collection and Use of Personal Data
2. Data Retention
3. Sharing of Personal Data
4. Your Rights
5. Security Measures
6. Cookies
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Collection and Use of Personal Data

We may collect and process the following types of personal data:

1. **Basic Information**: Name, email address, phone number, and address.
2. **Health-related Information**: Information about your health status, including any chronic conditions, when voluntarily provided.
3. **Demographic Information**: Age, gender, and location.
4. **User Account Information**: If you create an account on our platform.
5. **Survey Responses**: If you participate in our research activities.
6. **Website Usage Data**: Information about how you use our website, collected through cookies and similar technologies.



We use this information for the following purposes:

- To provide and improve our services
- To conduct research and analysis in the field of preventive healthcare
- To communicate with you about our services and initiatives
- To comply with legal obligations

Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

- Survey responses and research data will be anonymized after 2 years.
- Account information will be retained as long as your account is active.
- If you haven't interacted with us for more than 2 years, we will delete or anonymize your personal data.

Sharing of Personal Data

Rypple does not sell your personal data to third parties. We may share your data with:

- Our partners and service providers who assist us in delivering our services, subject to strict confidentiality agreements.
- Government authorities or law enforcement officials if required by law.

Your Rights

Under the GDPR and Dutch data protection laws, you have the following rights:

- Right to access your personal data
- Right to rectify inaccurate personal data
- Right to erasure of your personal data
- Right to restrict processing of your personal data
- Right to data portability
- Right to object to processing of your personal data
- Right to withdraw consent at any time

To exercise these rights, please contact us using the information provided at the end of this policy.



Security Measures

We implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk, including:

- Encryption of personal data
- Regular testing and evaluation of the effectiveness of our security measures
- Training our staff on data protection and security

Cookies

Our website uses cookies to enhance your browsing experience and analyze website traffic. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies.

Changes to This Policy

We may update this privacy policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this policy periodically.

Contact Information

If you have any questions about this privacy policy or our data practices, please contact us at:

Rypple Stichting
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Phone: +31625100639

Chamber of Commerce (KvK) Number: 92153534
RSIN: 865907535

Last updated: 1st September 2024

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