# Acecura Privacy Policy

## Introduction

At Acecura, we are committed to protecting your privacy and maintaining the security of your personal information. This privacy policy explains how we collect, use, and protect your personal information when you use our mobile application and services.

By using the Acecura app and services, you consent to the collection, processing, and storage of your personal information as described in this policy.

## Information We Collect

We collect personal information from you when you create an account, update your profile, use our services, and interact with our app. This information may include:

* Personal Identifiers: Name, email address, date of birth, and phone number
* Demographic Information: Gender, age, and location
* Health Information: Information related to the care recipient's condition, symptoms, and care needs.
* Usage Information: Data about how you use the Acecura app and services, including your preferences and interactions with features.

## How We Use Your Information

We use your personal information to:

* Provide our services, including the roadmap planner, circle of care, marketplace, symptom checker, and guidance section.
* Personalise your experience and tailor content to your needs.
* Improve and maintain our app and services.
* Communicate with you, including sending you updates, notifications, and promotional materials.
* Analyse usage data to inform development and business decisions.
* Protect our users and comply with legal obligations.

## Sharing Your Information

We may share your personal information with:

* Service providers who assist us in operating our app, conducting our business, or providing services to you, as long as they agree to keep your information confidential.
* Legal authorities or parties when required to comply with legal obligations, protect our rights or property, or ensure the safety of our users.

We do not sell or trade your personal information to third parties.

## Security

We implement a variety of security measures to protect your personal information, including encryption, access controls, and regular security audits. However, no method of transmission or storage is completely secure, and we cannot guarantee the absolute security of your information.

## Data Retention

We will retain your personal information for as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce our agreements.

## Your Rights

You have the right to:

a. Access your personal information held by Acecura

b. Request correction or deletion of your personal information

c. Object to the processing of your personal information

d. Request restriction of processing of your personal information

e. Request data portability.

To exercise these rights or if you have any questions or concerns about this privacy policy, please contact us at [hello@acecura.com](mailto:hello@acecura.com).

## Changes to This Policy

We reserve the right to update or change this privacy policy at any time. We will notify you of any changes by posting the updated policy on our app and website. Your continued use of our app and services after any changes to this policy will constitute your acceptance of those changes.

Last updated: 10/07/2023

If you have any questions about this privacy policy or our privacy practices, please contact us at [hello@acecura.com](mailto:hello@acecura.com).