

Privacy Notice

Effective Date: 26/04/2025

WODMotions is committed to protecting the privacy and security of our users' personal data, in compliance with the General Data Protection Regulation ("GDPR"). This Privacy Notice explains how we collect, use, store, and protect your personal information.

1. Who We Are

We are WODMotions AB (org. nr 559521-7182), located at [Förrådgatan SOLNA, Stockholm/Sweden]. WODMotions is the Data Controller responsible for your personal data under this Privacy Notice. We offer a wearable device connected to our mobile application, which collects and makes available health-related information about users, including Inertial measurement unit (IMU), heart rate (HR), and personal information, as well as other related metrics.

2. Personal Data We Collect

When you use our services, we collect the following personal data:

a. Through the sensor and mobile application:

- Heart rate metrics;
- Inertial measurement unit (IMU);
- Birth Date; Height; Weight; Competition gender, Competition start date;
- Name, surname, email.

b. Through our website (community subscription):

- First name;
- Last name;
- Email address.

3. How We Use Your Data

We use your data exclusively for the following purposes:

- To provide and enhance the functionality of our device and application.
- To allow you to monitor your health and physical performance.

- Send updates, news, and relevant information through our channels (subject to your consent).

4. Legal Basis for Processing

We process your personal data based on the following legal grounds under the GDPR:

- Explicit consent (Art. 6(1)(a)) – Newsletter subscription;
- Performance of a contract (Art. 6(1)(b)) – Providing and operating the application and device. IMEI and other data, certificate from the device, GPS or Location
- Processing of special categories of personal data (health data) based on explicit consent (Art. 9(2)(a)).
- Legitimate interests (Art. 6(1)(f)) – Use of data to improve the algorithm.

5. Data Sharing

We do not currently share your personal information with third parties. We will communicate any future changes to you in advance.

6. Data Security

We have implemented appropriate technical and organizational measures to protect your data against unauthorized access, alteration, disclosure, or destruction.

7. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which the data was collected and as required by applicable law.

8. Your Rights under the GDPR

You have the following rights regarding your personal data:

- Right of access;
- Right to rectification;
- Right to erasure;

- Right to restrict processing;
- Right to data portability;
- Right to object;
- Right to withdraw consent at any time;
- Right to complain to the competent supervisory authority.

We will respond to your requests without undue delay and in any event within one month of receipt.

To exercise these rights, please contact us at privacy@wodmotions.com.

9. International Data Transfers

We do not transfer your personal data outside the European Union.

10. Cookies and Similar Technologies

Our application and website may use cookies and similar technologies that are strictly necessary to ensure the proper functioning of our services. For more details, please refer to our Cookie Policy.

11. Automated Decision-Making and Profiling

We do not use your personal data for automated decision-making, including profiling.

12. Changes to this Privacy Notice

We reserve the right to update this policy periodically. We will inform you of any significant changes through our application and/or by email.

13. Contact

If you have any questions or concerns regarding this policy, please do not hesitate to contact us at privacy@wodmotions.com.

Thank you for trusting WODMotions with your personal data.

WODMotions

Förrådsgatan SOLNA, Stockholm/Sweden