
CATCH PRIVACY POLICY

BACKGROUND:

This privacy policy governs your use of the software application **CATCH** (the “App”) for mobile devices that was created by Damibu Limited a company incorporated and registered in England and Wales with company number 07220201 whose registered office is at 16 Jordan Street, Liverpool, L1 0BP. The App is a free health application for parents and carers of children aged 0-5. The App enables you to access information about your child’s health and is tailored using the age of your child (or expected delivery date if you are currently pregnant). The App provides information which has been approved by local NHS Clinical Commissioning Groups, NHS Trusts or Local Authority on many issues that may be encountered by parents and their children.

Damibu Limited is compliant with NHS England Information Governance. Our Data Protection Registration Number is ZA276533.

Our Data Protection Officer is Maja Lorkowska who can be contacted by email at data@damibu.com by telephone on 0151 324 0090, or by post at Data Protection Officer, Damibu Limited 16 Jordan Street, Liverpool, L1 0BP.

Your Rights

As a data subject, you have the following rights under the Data Protection Act 1998 and/or the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”); that organisations who use your personal data must uphold:

The right to be informed about the collection and use of personal data;

The right of access to the personal data that is held about you;

The right to rectification if any personal data held about you is inaccurate or incomplete;

The right to be forgotten – i.e. the right to ask for the deletion of any personal data held about you;

The right to restrict (i.e. prevent) the processing of your personal data;

The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);

The right to object to an organisation using your personal data for particular purposes; and

Rights with respect to automated decision making and profiling.

If you have any cause for complaint with respect to this Privacy Policy or with the App regarding personal data We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office.

For further information about your rights, please contact the Information Commissioner’s Office or your local Citizens Advice Bureau.

1. Information/Data

1.1. The App does NOT request a surname or any further information that may

identify you or your child. You can provide your child's name, date of birth or birth due date. Your child's name and age is stored only on your mobile device and is not transmitted to our servers or shared in any kind. By knowing your child's age the App can provide suitable guidance and information relevant to the age. The App is for use by parents/carers of children between the age-range of 0 – 5 years old.

- 1.2. We have partners such as NHS Clinical Commissioning Groups, NHS Trusts and Local Authorities who validate the information presented in CATCH for your area, ensuring it is locally relevant. App usage analytics, aggregated by Postal Districts, Council Wards and LSOAs, are shared with these partners. No personally identifiable information about you or your child is collected or shared with these partners.
- 1.3. By using this App, you are consenting to our processing of automatically collected information as set forth in this Privacy Policy. If you do not wish for us to share app usage data, you can uninstall the app at any time.
- 1.4. Data confidentiality breaches are not possible due to the fact that the user does not provide any confidential, identifiable information. This also applies to data deletion. Individual user's data cannot be deleted as none is collected.
- 1.5. We may contact you from time to time through notifications visible within the App to provide you with important information, required notices and to request you to complete surveys, questionnaires or single questions. You are not obliged to complete any.
- 1.6. Surveys and questionnaires may request additional information (e.g. email or telephone number). When this happens we will clearly state the reason for asking for such information. This personal information will only be used for this reason and will not be linked to any usage analytics of the App.

2. **Automatically Collected Information**

The App may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile operating system and information about the way you use the App. All usage will be logged against your Postal District, your Council Ward and your LSOA. No Information is personally identifiable.

When you visit the App, we may use GPS technology (or other similar technology) to determine your current location to display a location map with relevant health and social care providers. At no point is your GPS location transmitted to our servers or shared in any kind.

3. **Our Use of Information/Data**

- 3.1. Damibu curates the local health information and articles from trusted sources, such as NHS.uk.
- 3.2. Damibu reserves the right to share any anonymised data with any external party.
- 3.3. All personal data is stored securely in accordance with the principles of the Data Protection Act 1998 and the General Data Protection Regulation.
- 3.4. Any data may be required to be used by us from time to time in order to provide you with the best possible service and experience when using the App. Specifically, data may be used by us for the following reasons:
 - i. internal record keeping;
 - ii. improvement of our services.

3.5. We retain analytical data as long as necessary in accordance with applicable laws for the purpose for which we obtained them, as outlined in this policy. None of the information we collect and keep is personal and cannot be used to identify you or your child.

4. **Opt-out Rights**

You can stop all collection of information by the App by uninstalling the App from your device. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network. You can stop the collection of information being logged against your Postal District, your Council Ward and your LSOA by disabling this feature in the App.

5. **Your Right to Withhold Information**

You may access certain areas of the App without providing any data at all. However, to use all features and functions available on the App you are required to submit certain data. Please note that you do not provide and we do not request any information that would enable us to identify an individual.

6. **Security**

6.1. Data security is of great importance to us and to protect your data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected via this App.

6.2. It is acknowledged that no method of transmission over the internet or electronic storage is 100% secure.

7. **Changes of Business Ownership and Control**

7.1. We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our businesses. Data provided will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this policy, be permitted to use the data for the purposes for which it was originally supplied to us.

7.2. In the event that any data submitted is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

8. **Changes to this Policy**

We reserve the right to change this policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the relevant section of the App and you are deemed to have accepted the terms of the policy on your first use of the App following the alterations.

In the event of a data breach we will ensure that our obligations under applicable data protection laws are complied with where necessary but no personal information is ever at risk as none is collected.