

Privacy Policy - MyHealth360

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About MyHealth360.co.za and the Wellbeing Engagement Platform (WEP)

We, Healthy Living Consulting (“the Company”), are the proprietors of the MyHealth360 website (“MyHealth360”) and the Wellbeing Engagement Platform (WEP) Progressive Web App (“PWA”) (together “the Platforms”). MyHealth360 and the WEP/PWA allow you (“User” or “You”) to access a range of services including video on demand (“VOD”), online courses, live sessions/training/fitness, and booking consultations with health practitioners and/or wellbeing practitioners (“the Services”). The Company does not offer medical advice and is not a professional healthcare provider itself.

Purpose of this Notice

The purpose of this Privacy Notice is to establish the requirements and conditions for the collection, distribution, and retention of personal information in line with the Protection of Personal Information Act 4 of 2013 (“POPIA”) and the General Data Protection Regulation (EU) 2016/679 (“GDPR”).

Your access to and use of any of the Services and the Platforms is in terms of this Privacy and POPI Notice (“Privacy Notice” or “Notice”) whether you subscribe to the free or paid-for packages or access the site without subscribing. This Privacy Notice is between the Company and You or the person You represent if You are using the Services as an employee or agent of someone else. You are agreeing to this Privacy Notice on behalf of your organisation/principal and represent that You’re authorised to do so. You will also be bound by our Terms and Conditions of Use (“Terms”).

The Platforms collect Cookies even before you subscribe or purchase a Service. In order to use the Platforms, you consent to us collecting Cookies in terms of our

Cookie Policy.

Any limitation of liability or undertaking of risk will be in bold and underlined.

Definitions

- **“consent”** – any voluntary specific and informed expression of will in terms of which permission is given for the processing of personal information.
- **“Cookies”** – small text files created when Your browser loads a web page. Cookies are used to confirm your identity, track your preferences, and give you a better user experience. They are stored on browser directories.
- **“data subject”** – a person to whom the personal information relates. This will include You as a customer as well as prospective customers of the Company.
- **“operator”** – a person who processes personal information for a responsible party in terms of a contract or mandate without coming under the direct authority of that party.
- **“person”** – a natural or juristic person.
- **“personal information”** – any information in any form (including electronic and paper-based files) relating to an identifiable living natural person and, where applicable, an identifiable existing juristic person. This can include but is not limited to information relating to race, sex, pregnancy, marital status, ethnic or social origin, color, sexual orientation, age, physical or mental health, disability, religion, conscience, belief, culture, language, and birth.
- **“processing”** – any activity automated or manual concerning personal information. Such activity may include but is not limited to collection, recording, organisation, storage, retrieval, alteration, updating, distribution, erasure, or destruction of personal information.
- **“responsible party”** – a public or private body or any other person which alone or in conjunction with others determines the purpose of and means for processing personal information.

- **“special personal information”** – sensitive personal information that requires stringent protection, including religious beliefs, political affiliations, race and ethnic origin, health, and biometric information.
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Collection of Personal Information

The Company collects and receives personal information directly and indirectly from data subjects through various sources:

- Directly from You, the data subject.
- From Users, customers, or prospective customers who may seek the Company’s assistance and/or Services through the Platforms or otherwise.
- From the Company’s own records relating to its previous provision of assistance or responses to the data subject’s request for Services.

The Company will not collect personal information about children except with the consent of the child’s parent or guardian. The Company will not collect special personal information unless permitted by law or with consent from the data subject. You acknowledge that due to the nature of the Services, you specifically consent to us collecting information about your health and, where necessary to the Services you choose, your sexual life.

Purpose Specification

The POPIA and GDPR require that the data subject be informed of the purpose for which personal information is collected. The Company collects and processes personal information for the following purposes:

- Access to the Services (e.g., name, date of birth, email, medical records).
- Tracking videos viewed and geographical data (using Bright Cove).

- Registration for live sessions, connection with practitioners, and storing medical records for future access.
 - Payment processing.
 - Anonymised research.
 - Personalisation of the user experience using cookies and geo-location.
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AI Data Processing and Usage

Personal Information processed by Healthy Living Consulting (PTY) LTD may be analysed using AI-driven technologies for purposes including but not limited to service optimisation, personalised content delivery, predictive analytics, and operational efficiencies. All AI data processing will comply with POPIA and other applicable laws, ensuring transparency, fairness, and privacy.

AI Bias and Ethical Considerations

Healthy Living Consulting (PTY) LTD is committed to minimising biases in AI-driven decision-making processes. AI systems are regularly audited for fairness, and any identified biases will be corrected to ensure equitable outcomes. We are dedicated to ethical AI use that does not discriminate based on race, gender, age, or any other protected characteristic.

Transparency in AI Operations

Where AI systems are used to make decisions affecting individuals, Healthy Living Consulting (PTY) LTD will provide clear information about how AI contributes to those decisions and will offer avenues for individuals to request human review or contest decisions made by AI.

AI-Driven Personalisation

AI technologies are utilised within the MyHealth360 platform to personalise user experiences by analysing data to recommend content, services, and health-related advice. This personalisation is based on user interactions and preferences while maintaining strict adherence to privacy standards.

AI Data Usage and Storage

Data collected through the MyHealth360 platform may be processed by AI systems for improving service delivery, predictive analytics, and enhancing user engagement. All AI-processed data is stored securely, with access restricted to authorised personnel, and anonymised where possible to protect individual privacy.

Consent for AI Processing

By using the MyHealth360 platform, you consent to the use of AI technologies in the processing of your personal information as described in this Privacy Notice. You may opt-out of certain AI-driven features where feasible, although doing so may limit the platform's functionality.

Terms & Conditions Updates

AI-Enhanced Services

Certain services offered on the Platforms may be enhanced by AI technologies. These enhancements include but are not limited to personalised content recommendations, automated customer support, and data-driven insights. Users acknowledge that while AI is used to improve service quality, all AI operations are designed to comply with applicable privacy laws and ethical standards.

AI-Based Decisions

Decisions made by AI systems on the Platforms are based on algorithmic models designed to deliver accurate and efficient outcomes. Users retain the right to request a human review of any AI-driven decision that affects them, ensuring fairness and accuracy.

Liability for AI Use

The Company does not accept liability for any loss or damage resulting from the use of AI-driven functionalities, except where such loss is due to negligence or willful misconduct by the Company. Users are encouraged to review AI-driven content critically and seek additional advice if needed.

General Recommendations

- **Regular Review and Updates:** These AI-related clauses will be reviewed and updated periodically to ensure alignment with technological advancements and legal requirements. Users will be notified of significant changes.
- **AI and Data Security:** AI systems employed by Healthy Living Consulting (PTY) LTD are subject to stringent security measures to protect personal information from unauthorised access, use, or disclosure. Regular audits and updates are conducted to mitigate AI-related risks.
- **AI Ethics and Responsible Use Training:** Healthy Living Consulting (PTY) LTD has participated in training to enhance our understanding and implementation of ethical AI practices. Our AI systems prioritise data privacy, fairness, and transparency.