Privacy Policy

Your privacy is important to Paofit Holdings Pte Ltd and its subsidiaries (herein "Ms Fit"), as is the privacy of all users of Ms Fit mobile applications, sites and services (collectively the "Service"). This policy tells you what information we gather from you, how we may use or disclose that information and our efforts to protect it. Please read this policy carefully, and feel free to contact us if you have any questions regarding its content.
Before using the Service, we will ask you to agree on the collecting, processing and use of the data as outlined in this Policy. You are free to decide whether to give your consent. However, please note that in case of withholding consent, you may not be able to unrestrictedly use our Service since some parts of the services requires certain data processing and data usage.

Profile Data

When you register to use the Service, we ask for and store user information, including required and optional data, username, email, location, and all personally identifiable information not specific to Application Usage Data ("Profile Data"). Profile Data may be recorded by the Service in order to support registration and maintenance of user accounts. We may provide differentiated content you receive in future visits to the Service based on your preferences and activities as determined based upon such Profile Data. After you register to use the Service, you may choose to allow the Service to receive and transmit User Content on your behalf. We will collect information about interactions you have with the Service, along with any interactions you may have with other users of the Service. We collect and retain this information so that we can provide you the Service and offer personalized features.

Application Usage Data

Information on user usage of the Service, such as pages visited, frequency of use, time on site, etc… ("Application Usage Data") may be recorded by the Service. Application Usage Data can also include the IP address where you has logged in, as well as device-specific machine IDs or other unique identifiers given to the electronic devices or computers where the Service is running that has accessed the Ms Fit system. Ms Fit may use these data to deliver the Service as well as to monitor and assist in improvements to the Service.

Personal Data

We may also use your Profile Data and Application Usage Data (collectively "Personal Data") to provide and improve the Service; to provide you with more effective customer service and/or technical support; to provide you with important information about the Service; for security or fraud prevention purposes; and for any other purposes outlined in this Privacy Policy. Ms Fit employees may look at your Personal Data for development and test purposes. Personal Data will not be shared with third parties except in the case of third party service providers and legal processes, as noted below.

Aggregate Data

The Service may store non-personally identifiable data, calculated data such as counts, averages, and other statistics based on user submitted Account or Log Data ("Aggregate Data"). Aggregate data does not containing any identifiable information on one specific user. Ms Fit may use these data to provide and improve the Service; to provide you with more effective customer service and/

or technical support; to provide you with important information about the Service; for security or fraud prevention purposes; and for any other purposes outlined in this Privacy Policy.

User Submitted Content and Data

We will store data in standard electronic files and in database entries in the databases utilized in the Service. Ms Fit-approved applications will access the Service to pull data specific to each user as well as Aggregate Data that is not personally identifiable. The information may be displayed to you in the application, or displayed to other users in the case of Aggregate Data. Since Aggregate Data is not personally identifiable, it may be made public and would not require users to be logged in to gain access.

Ms Fit may use Personal Data, User Content and/or Aggregate Data to provide and improve our products and services. This may include analysis of user or aggregate data in order to identify trends, identify markets, and to understand more about the use of our products and services. We may also communicate with you about device or equipment specific critical information such as warranty or product service information. In addition, Ms Fit may provide advertising content making use of this data. Finally, Ms Fit has the right to access any data at any time for purposes of delivering, improving or maintaining Ms Fit products and systems if necessary. Third parties, third party applications and websites will only have access to Personal Data or User Content if it is required for Ms Fit to deliver the Service.

Cookies

Ms Fit may use cookies on the Service to ensure the integrity of the registration process and to personalize the Service. A cookie is a small text file that is placed on your hard disk. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and serve two main purposes: 1) maintaining a consistent user experience while you are using the Service and 2) saving your personalized settings so that when you return to the Service, the information you previously provided can be retrieved, and you can easily use the features that you customized.

Some cookies are deleted when you close your browser. Others remain on your computer and allow us to identify your computer, although not you specifically, when you return to the Service. This allows us to improve the Service and tailor it to our customer's needs.

In some cases, we may choose to link the information collected by our cookies in order to better personalize your experience with the Service and, perhaps, even save you the trouble of having to re-enter information that you already provided to us.

Third party ads may be displayed on the Service and the ads may also contain cookies set by the advertiser, ad network, or their agent. Ms Fit does not control these cookies. Users of Ms Fit Services should consult the privacy policies of the advertiser, ad network or their agent to learn how they use cookies.

You have the ability to accept or reject cookies, or to set your browser to alert you when a web site implants a cookie on your computer. If you choose to reject cookies, you may not be able to use interactive features of the Site.

Legal Compliance

We may disclose Personal Data, User Content, Aggregate Data, or any other information we collect to fulfill legal or regulatory requirements or if we believe, in good faith, that such disclosure is legally required or necessary to protect others' rights or to prevent harm. We may make such disclosures without notifying you.

We also reserve the right to transfer your Personal Data, User Content, Aggregate Data, or any other information we collect to another company in the event of acquisition (of stock or assets) of Ms Fit, a merger, or other similar corporate event, including but not limited to reorganization, restructuring, or dissolution. In the event of such transfer, Ms Fit will exercise commercially reasonable efforts to ensure that this Privacy Policy or another policy that protects your Personal Data and User Content to the same or similar extent will continue to apply.

Third Party Service Providers

We also reserve the right to transfer your Personal Data, User Content, Aggregate Data, or any other information we collect to another company in the event of acquisition (of stock or assets) of Ms Fit, a merger, or other similar corporate event, including but not limited to reorganization, restructuring, or dissolution. In the event of such transfer, Ms Fit will exercise commercially reasonable efforts to ensure that this Privacy Policy or another policy that protects your Personal Data and User Content to the same or similar extent will continue to apply.
Ms Fit may provide you with opportunities to connect with third party applications or services ("Third Party Services") via the Service. If you choose to use any such Third Party Services, we may facilitate sharing of your information, including your Application Usage Data and Profile Data. Third parties may contact you directly as necessary. Your use of such applications and services is not governed by Ms Fit's Terms of Service or Privacy Policy. Ms Fit does not control the applications or services of those third parties or how they use your information. Be sure to review the terms and the privacy policies of Third Party Services prior to using the Third Party Services.

Apple Health App

Ms Fit is integrated with the Apple Health app using HealthKit. Users can control their individual data integration under the "USING THE HEALTH APP" section in the app settings.
Ms Fit will not use or disclose to third parties user data gathered from the HealthKit API or from health-related human subject research for advertising or other use-based data mining purposes other than improving health, or for the purpose of health research.

Security

Ms Fit may provide you with opportunities to connect with third party applications or services ("Third Party Services") via the Service. If you choose to use any such Third Party Services, we may facilitate sharing of your information, including your Application Usage Data and Profile Data. Third parties may contact you directly as necessary. Your use of such applications and services is not governed by Ms Fit's Terms of Service or Privacy Policy. Ms Fit does not control the applications or services of those third parties or how they use your information. Be sure to review the terms and the privacy policies of Third Party Services prior to using the Third Party Services.
Your account information and access to our service is accessible only through the use of an individual user ID and password. To protect the confidentiality of personal information, you must keep your password confidential and not disclose it to others. Please advise us immediately if you believe your password has been misused. Please note that Ms Fit will never ask you to disclose your password in an unsolicited phone call or email.

Minimum Age

Users of the Service must be at least 13 years of age. We do not knowingly accept registrations from users that are under 13. We will delete accounts of any users that we find to be under age. If

you are aware that a child under the age of 13 has become a registered user, please inform us so that we can confirm and take the appropriate steps to re-move the account and any related information.

Communication

Ms Fit may send you account activity-related announcements from time to time.

Changes to Privacy Policy

It may be necessary from time to time for us to modify this policy to reflect changes in the way we collect and use information or changes in privacy-related laws, regulations, and industry standards. Accordingly, we reserve the right to change this policy at any time by posting the re-vised policy on this Service. This policy was updated on December 10, 2014. Data will be handled in accordance with the policy in effect at the time the data is used.