

Privacy Policy

Effective Date: 06/01/2025

1. Introduction

HealthHub powered by Icontent Kft ("Company," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our cloud-based web application and associated services ("Services"). By using our Services, you agree to the terms outlined in this Privacy Policy.

2. Information We Collect

We collect and process various types of data, including:

- **Personal Information:** Name, contact details, account credentials.
- **Physiological & Behavioral Data:** Critical data for monitoring health metrics and tracking a variety of physiological and behavioral parameters such as heart rate, heart rate variability (HRV), glucose levels, sleep patterns, activity levels, and other related information collected from integrated biosensors and wearables.
- **Usage Data:** Log files, IP addresses, device identifiers, and browser information.
- **Third-Party Data:** Data received from healthcare providers, insurers, sports clubs, and researchers.

3. How We Use Your Information

We use the collected data to:

- Provide and improve our Services.
- Personalize user experience and generate insights.
- Enable integration with third-party platforms.
- Ensure security and fraud prevention.
- Comply with legal and regulatory requirements, including the General Data Protection Regulation (GDPR) and the Health Insurance Portability and Accountability Act (HIPAA).

4. Data Sharing & Disclosure

We may share your information with:

- **Authorized Third Parties:** Healthcare providers, insurers, sports clubs, and researchers who use our Services.
- **Service Providers:** Vendors and partners assisting in service delivery.

- **Legal Authorities:** If required by law, regulatory obligations, or to protect rights and security.

5. Data Security

We implement industry-standard security measures, including encryption, access controls, and regular security assessments, to protect your data from unauthorized access, disclosure, alteration, or destruction. However, no system is completely secure, and we cannot guarantee absolute security.

6. Data Retention

We retain data for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by applicable laws, including HIPAA and GDPR regulations.

7. User Rights & Choices

Under **GDPR**, users in the European Union have the right to:

- Access, correct, or delete personal data.
- Restrict or object to data processing.
- Data portability to another service provider.
- Withdraw consent where applicable.

Under **HIPAA**, users in the United States have the right to:

- Access and request corrections to their health data.
- Receive an accounting of disclosures.
- Request additional privacy protections.

To exercise these rights, contact us at [Insert Contact Email].

8. Third-Party Links & Services

Our Services may contain links to third-party platforms. We are not responsible for their privacy practices and recommend reviewing their policies before engaging with them.

9. Compliance with GDPR & HIPAA

- **GDPR Compliance:** We process personal data based on legal justifications such as user consent, contractual necessity, and legitimate interests. Users may lodge complaints with their local data protection authority.
- **HIPAA Compliance:** We follow HIPAA guidelines to protect health information, including maintaining secure storage, encryption, and controlled access.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted on our platform, and we encourage you to review it regularly.

11. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

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