

## **Privacy Policy Maternify (version: 02-01-2026)**

When you use the Maternify app or contact us, we receive information about you. In this privacy policy, we explain what we do with that information. We always handle your information with care and store it securely. If you have questions or want to know what information we hold about you, please contact us. We may update this privacy policy when we consider it necessary. We therefore recommend that you review this privacy policy regularly to stay informed of any changes. This privacy policy was last updated on 2 January 2026.

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### **1 – When does this privacy policy apply?**

This privacy policy applies to all personal data we process and to all domains related to us. This concerns the personal data of anyone who has had contact with us or has used our app, such as customers and business contacts. Personal data is any information that can be traced back to you as an individual, such as your name, telephone number or IP address. For more information about personal data, please visit the Information Commissioner's Office (ICO) website at [ico.org.uk](https://ico.org.uk).

### **2 - Who uses my data?**

Maternify Ltd is responsible for the Maternify app and website [www.maternify.com](https://www.maternify.com) and is therefore the data controller for the use of your personal data as described in this privacy policy. Our full details are:

Maternify Ltd  
71-75 Shelton Street  
Covent Garden  
London, WC2H 9JQ  
United Kingdom  
Company number: 16792890

### **3 - Whose data do we use?**

We process the personal data of anyone who has had contact with us or visited our website. This includes visitors, customers and contacts of our partners.

### **4 – How do we obtain your data?**

We receive data directly from you when you:

- Register yourself in the app
- Complete the contact form on our website
- Send us an email

## **5 - What data do we use?**

We use the following data:

- Name
- Email address
- Telephone number
- Due date

## **6 - Why do we use your data?**

We use your personal data only for the purposes for which we are permitted to use it. The lawful bases for processing your data are:

- **Consent:** We have received your consent to use your personal data, for example during registration or login in the app.
- **Legitimate interests:** To provide you with a personalised experience in the app, which we would not be able to do without this information.

## **7 - How long do we keep your data?**

We retain your personal data for as long as we are legally required to do so and for as long as necessary for the purpose for which we use your data. For example, if you have used our app, we will retain your data for up to 12 months after your last use. If you complete the contact form on our website, we will retain your data for 4 weeks. After this, we only retain your data for statistical purposes and to handle any complaints or legal matters. If you would like to know more about how long we keep specific data, please contact us.

## **8 - Who do we share your data with?**

Your personal data is only used by us. We will never share your personal data with third parties.

## **9 - Where do we store your data?**

We process your data within the United Kingdom and the European Economic Area (EEA). If we transfer data outside the UK or EEA, we ensure appropriate safeguards are in place in accordance with UK data protection law. If you have any questions about this, please contact us.

## **10 – How secure is your data with us?**

We have taken extensive measures to protect your data both organisationally and technically. We have secured our systems and various communication channels to ensure that your data does not fall into the wrong hands. Your data is therefore safe with us. We also ensure that your data is only accessed by people who have been authorised by us to do so. If you have questions about our specific security measures, please contact us.

## **11 – What are your rights?**

As we process your data, you have various rights under the UK GDPR and the Data Protection Act 2018. We set out these rights below.

- **Right to be informed**  
We must explain in a clear and understandable way what we do with your data and what control you have over it. That is why we explain in detail in this privacy policy what data we collect from you and how we handle your data.
- **Right of access**  
You may ask us at any time to see the data we hold about you.
- **Right to rectification**  
You may ask us to correct your data if it is inaccurate or incomplete.
- **Right to object**  
You may object to the processing of your data if you disagree with the way we handle your personal data. This right applies to data we use for direct marketing. For example, you can let us know that you no longer wish to receive emails from us.
- **Right to data portability**  
If you are a customer of ours or have given consent for the use of your data, you may ask us to send you the digital data we hold about you. This allows you to transfer that data to another organisation if you wish.
- **Right to restriction of processing**  
You may ask us to restrict the use of your data. This means that in certain cases we may only store your data but not use it.
- **Right to erasure**  
You may ask us to delete all data we hold about you. We will then delete all data that can be traced back to you. In some cases, we may not yet be able to delete your data. For example, we are required to retain certain data for 7 years for HMRC purposes.
- **Right to lodge a complaint**  
You may lodge a complaint about the way we handle your data. If you have a complaint, we would like to resolve it for you. Please contact our Data Protection Officer. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at [ico.org.uk](https://ico.org.uk). Of course, we hope it does not come to that, but ultimately you may also take the matter to court.
- **How do I submit a request or complaint?**  
Send your request or complaint to our Data Protection Officer at [dpo@maternify.com](mailto:dpo@maternify.com). We will process your request or complaint within 30 days. If there are multiple requests or complaints, or if your request or complaint is complex, this may take longer. In that case, we will contact you within 60 days at the latest. We may ask you to verify your identity. In that case, we will request information from you to ensure that you are the correct person whose personal data is concerned.

## **12 – What regulations apply to this privacy policy?**

Our privacy policy must comply with various requirements. These requirements can be found in the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. In addition, general rules applicable under UK law apply to our privacy policy.

## **13 – Do you have a question about this privacy policy?**

Do you have a question about our privacy policy? Please feel free to contact us by sending an email to [dpo@maternify.com](mailto:dpo@maternify.com). We will address your question immediately.