



TRUST. SAFETY. CERTAINTY.

We exist because of your trust in us. We will never compromise that trust. Period.

TRUST

Every single UpHabit team member (employee, contractor) is required to sign the *UpHabit Personal Data Promise* (see below). We strive to earn your confidence every day by focusing on 'what's right' vs 'who's right.' Protecting your data and privacy is 'what's right' and the only way to truly earn your trust is over time, and we'll do that by following through on our commitments to you every single day.

SAFETY

Your data is hosted in Amazon Web Services at the same data centers as the most trusted tech companies in the world. We have security certifications from Google and we do weekly security scanning.

CERTAINTY

UpHabit might be new to you, but the team behind the scenes has over 50 years of deep tech expertise. Our team members have founded, grown and sold multiple companies. We've worked for some of the largest and most trusted names in the business world and we've always earned and kept their trust.

My Personal Data Promise

Everything I do will honour the UpHabit Personal Data Promise and by signing below I agree to the following:

UpHabit Core Values

As UpHabit team members, our goal is to help our users build stronger relationships. We have no other goal. The following values are central to our business and they're also what I, as an individual, believe in:

- Privacy
- Quality
- Passion
- Empathy
- Integrity

Respect Privacy

I will always respect our users' privacy. This means I will always ensure I know as little as possible about our users, other than to build great relationships with them as I support them.

1. **Contact Details:** I will never look at any details for any of the contacts of our customers unless it's a support issue that UpHabit has their explicit written permission (e.g. email or chat) from them to do so.
2. **Private Means Private:** I believe in knowing the least amount of information about our customers that is necessary to operate the business. This means automatic user details enrichment is not something I will do.
3. **Crash Logs:** I know we have crash logs that are necessary to build and improve our product, but I'll only use them in working to diagnose problems and resolve them.
4. **Usage Analytics:** I know we have app usage analytics to help us better understand how our users are using our product so that we may improve it.
5. **Support Data Deletion:** If I end up with customer contact details through support requests, I will delete the data from my environment as soon as the support issue is resolved to the satisfaction of our customer.
6. **Data Deletion:** I fully support the fact that when a customer performs an account deletion their data is immediately scheduled for deletion from our production databases and will be shortly removed from our backup systems.

Never Sell, Never Share

I fully agree with UpHabit that I will never sell or share customer or customer contact data.

I understand that UpHabit uses third parties for user engagement, sending emails, push and in-app notifications, but that these parties have little access to our customers' contact details (e.g. a push notification might have a person's name) and have no commercial interest in any of it.

Be Accountable

I will do my best at all times to live up to this Personal Data Promise. I understand that if I breach this promise there will be repercussions that include possible termination for myself if that breaches this promise.

Fundamentally, I believe I am in service to our customers and that I will do everything in my power to respect their privacy.

I have read this Personal Data Promise in its entirety and I understand my responsibilities related to it. I agree to abide by it.

Signed,

Signature

Name

Date