

## SANA Privacy Notice

*Last updated 05 Jul 2025*

### 1 Introduction

SANA (“**SANA**”, “**we**”, “**us**” or “**our**”) is committed to protecting your privacy. If you are in the UK or EU, we are the **data controller** of your personal information unless stated otherwise in this Notice. This Privacy Notice explains how we collect, use, share and protect your data when you:

- browse or use our website **mysana.io** and any sub-domains (the “**Site**”);
- download or use the SANA mobile or web applications (the “**App**”);
- book, pay for or attend sessions with wellness professionals through SANA (you are a “**Client**”);
- run a practice on SANA (you or your organisation is a “**Professional**”); or
- buy practitioner-approved products in our marketplace.

### 2 How to contact us

Questions, comments or requests? Email **hello@mysana.io**.

You can reach our Data Protection Officer at the same address: **hello@mysana.io** (subject: *Attn DPO*).

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### 3 What information we collect & why

When / Who	What we collect	Why (legal basis)
<b>Site or App visitors</b>	<i>Technical data:</i> IP, device ID, browser type, OS, referral URL, page views, crash logs. <i>Location</i> (city / country) if you allow it.	Operate & secure the Site, measure performance, fight fraud. <b>Legitimate interests</b>
<b>Contacting SANA</b>	Name, email, phone, any info you include in emails, chat, social DMs or calls.	Reply to queries, troubleshoot, send service updates. <b>Contract / Legitimate interests</b>
<b>Clients with an account</b>	Name, email, phone (optional), password (hash), booking history, saved payment method (tokenised), daily logs you enter (mood,	Provide and personalise the service, process payments, remind you of appointments, deliver products, keep

When / Who	What we collect	Why (legal basis)
	symptoms), product orders. <b>Sensitive data</b> (e.g. pregnancy) only if you choose to share it with a Professional.	records. <b>Contract / Legitimate interests</b>
<b>Professionals</b>	Business name, contact details, staff list, KYC check results, calendar, client files, payout details.	Provide practice-management tools, list you on the marketplace, process payouts, comply with AML/KYC law. <b>Contract / Legal obligation / Legitimate interests</b>
<b>Marketing recipients</b>	Email, name, marketing preferences, cookie IDs.	Send newsletters, feature updates, promotions (you can unsubscribe anytime). <b>Consent / Legitimate interests</b>

### Special-category data

Any health information you give a Professional is controlled by that Professional. SANA only stores it on their behalf and secures it under GDPR/HIPAA-equivalent safeguards. Questions? Contact the relevant Professional directly.

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## 4 Cookies

We use cookies and similar tech to:

- keep you logged in;
- remember preferences;
- analyse traffic;
- run ad campaigns.

Full detail is in our separate **Cookie Notice**.

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## 5 Automated decision-making

SANA may use basic profiling (e.g., which services you browse) to send you more relevant session or product suggestions. No decision with legal or significant effects is made solely by algorithms.

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## 6 Who we share data with

- **Professionals you book with** – so they can confirm appointments, provide care and fulfil orders.
- **Payment processors** – Stripe handles card details; SANA sees only the last four digits & expiry.
- **Service vendors** – secure cloud hosting, email, customer-support software. All act under written contracts.
- **Legal / regulatory bodies** – if we are required to comply with law, fight fraud or defend rights.
- **Business re-organisation** – if we merge, sell or acquire, data may transfer under the same protections.

We never sell your personal information.

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## 7 International transfers

Our main servers are in the EU. Where data is transferred outside the UK/EEA (e.g., to US cloud providers) we rely on **Standard Contractual Clauses** or an adequacy decision to keep it protected.

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## 8 Security

- TLS 1.2+ encryption for data in transit.
  - AES-256 encryption for data at rest.
  - Strict access controls & logged access requests.
- No internet transmission is 100 % secure, but we follow industry best practice.
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## 9 Data retention

We keep personal data **only as long as needed**:

- Active account → while you use SANA.
- After closure → up to **6 years** for legal, tax and fraud-prevention reasons.
- Marketing opt-outs → we keep your email on a suppression list so we don't message you again.
- Aggregated/anonymised stats → may be kept indefinitely.

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## 10 Your rights

You can:

1. **Access** a copy of your data.
2. **Correct** inaccurate data.
3. **Delete** certain data or your whole account.
4. **Restrict or object** to processing.
5. **Port** data to another provider.
6. **Withdraw consent** (for marketing or cookies).

Email **hello@mysana.io** and we'll respond within 30 days.

You also have the right to complain to your local Data Protection Authority; in the UK that's the **ICO** (ico.org.uk).

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## 11 Changes to this Notice

We may update this Privacy Notice from time to time. Any major changes will be emailed to registered users and flagged on the Site.

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Questions? Reach us anytime at **hello@mysana.io**.