

Privacy Policy — Stronger Self / Bådal Coaching

Last updated: 30 November 2025

This Privacy Policy explains how **Stronger Self** ("the App") and **Bådal Coaching** ("we," "our," or "us") collect, use, and protect your personal information when you access our app, website at www.strongerself.no, and coaching services.

We operate from **Bergen, Norway**, and process personal data in accordance with the **EU General Data Protection Regulation (GDPR)** and applicable Norwegian privacy laws.

By using our services, you consent to the practices described in this Privacy Policy.

1. Data Controller

Bådal Coaching

Lønningsvegen 47, 5258 Blomsterdalen

Bergen, Norway

Email: elise@strongerself.no

2. Information We Collect

We collect the following categories of information:

2.1 Account Information

- Name
- Email address
- Password or login credentials
- Profile details

2.2 Health & Fitness Data

- Exercise metrics
- Performance information
- Synced wearable or app data (when applicable)

2.3 Payment Information

Processed securely via **Stripe**.

(We do **not** store full credit card numbers on our servers.)

2.4 Device & Technical Information

- Device type
- Operating system
- IP address
- Browser type
- Cookies and similar tracking technologies

2.5 Usage Data

- App interactions
- Feature usage
- Session duration
- Coaching platform interactions (via **Everfit.io**)
- Contact information (via **Simply.com**)

2.6 Location Information

Only if enabled through your device settings.

2.7 User-Generated Content

- Messages or communications sent through the platform
- Comments or forms submitted through the Service

3. How We Use Your Information

We use collected data only for the following purposes:

- Provide and maintain the Stronger Self App and coaching services
- Personalize your training and coaching experience
- Deliver push notifications related to workouts, reminders, and updates
- Process payments through Stripe
- Improve the functionality and performance of our App and website
- Provide customer support
- Ensure platform security and compliance

We **do not** use your data for marketing unless you explicitly opt in.

4. Legal Basis for Processing (GDPR)

We process personal data under the following legal bases:

- **Contractual necessity:** delivering coaching services and app functionality
- **Legitimate interests:** improving services, preventing fraud, platform security
- **Consent:** health data, notifications, cookies, and optional features
- **Legal obligation:** recordkeeping where required under Norwegian or EU law

5. Health Data Utilization

Health data is utilized solely to synchronize essential metrics and exercise information, providing accurate and personalized insights to support users' health and fitness goals. All data is handled in compliance with privacy and security standards, ensuring it remains confidential and is never shared with third-party applications or services. This approach aligns with industry best practices to maintain transparency and protect user privacy.

6. How We Share Your Information

We do **not** sell or rent personal data.

We only share information with trusted service providers necessary for delivering the Service, including:

6.1 Third-Party Service Providers

- **Stripe** – payment processing
- **Everfit.io** – coaching and training management platform
- Secure hosting and analytics providers

These providers process data on our behalf and must comply with GDPR data protection standards.

6.2 Legal Requirements

We may disclose information to comply with lawful requests by public authorities or as required by law.

7. Data Retention

We retain user data for **30 days** after an account is closed unless a longer period is required for:

- Legal compliance
- Fraud prevention
- Administrative recordkeeping obligations

Some communication logs and non-identifiable data may be stored for auditing or safety purposes.

8. Account Deletion

To request the deletion of your personal information from our database, you can submit a request through our in-app settings or contact form available on our platform. For such requests, please write **"delete my account"** in the subject line, and include your **first and last name** and **e-mail address** in the body of the message. We will use commercially reasonable efforts to honor your request. We may retain an archived copy of your records as required by law or for administrative purposes.

Please note that we will store communications you may send through the Service, as well as any comments you may post, and they may not be subject to modification or deletion.

You may also control the information that we collect through the settings in your browser or mobile device. You may configure your browser to reject cookies from our app and may adjust the settings of your mobile device to prevent the Platform from obtaining location information. However, please note that the Service may rely on cookies and location information to function properly and some parts of the Service may not be available if you disable cookies.

9. Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Maintain essential app functionality
- Analyze usage patterns
- Enable personalized settings
- Improve user experience

You may disable cookies in your browser, but certain features may not function properly.

10. International Data Transfers

Because we operate in Norway and use international service providers (e.g., Stripe, Everfit.io), your data may be transferred to countries outside the EEA.

All transfers comply with GDPR, including Standard Contractual Clauses where required.

11. Data Security

We use technical and organizational measures to protect your information, including:

- Encryption
- Secure servers
- Access controls
- Regular security audits

However, no method of transmission is 100% secure, and we cannot guarantee absolute security.

12. Your Rights (GDPR)

You have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion ("right to be forgotten")
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent at any time
- File a complaint with your local Data Protection Authority

To exercise your rights, contact: elise@strongerself.no

13. Age Restrictions

The Stronger Self App and coaching services are intended **only for users aged 18 and older**.

We do not knowingly collect data from minors.

14. Contact Us

For privacy-related inquiries or data requests:

Bådal Coaching org: 927978539

Lønningsvegen 47, 5258 Blomsterdalen

Bergen, Norway

Email: elise@strongerself.no