



Fitbit

You should read this guide if:

- You are concerned about data that can directly or indirectly identify you.
- You would like to know how Fitbit is utilising your data.
- You would like to know how you can access, download or modify your Fitbit data.

What data can Fitbit collect about me if I use a Fitbit device?

Your Fitbit device collects the following data, which is then stored by the Fitbit company.

- The Fitbit company collects all the information provided by you to create an account such as your name, email address, password, date of birth, gender, height, weight, mobile number, along with other types of information, such as a profile photo, biography, country information, and community username.
- Fitbit collects additional information if you use such as your food logs, weight, sleep, water, or female health tracking. It also collects messages on discussion boards or to your friends. Fitbit also collects health or sensitive personal data, if you provide the company with this information.
- Fitbit can receive your information from third-party services, like Facebook or Google, if you link these accounts together.
- As some Fitbit devices support payments and transactions with third parties you will need to provide certain information, such as your name, credit, debit or other card number, card expiration date, and CVV code to the company.
- The company collects data when you use the device. This might include data used to estimate metrics like the number of steps you take, your distance traveled, calories burned, weight, heart rate, sleep stages, active minutes, and location.
- Fitbit collects your location information if you have granted it permission to use it.
- Fitbit receives particular usage and access information about how you or open or interact with an application on your Fitbit device. It also collects data about the devices and computers you use to access their services, including IP addresses, browser type, language, operating system, Fitbit or mobile device information (including device and application identifiers), the referring web page, pages visited, location (depending on the permissions you have granted), and cookie information.

Does this information include the data collected by Apps I use on my Fitbit device?

This depends on the Apps you download and use. Each App records and shares your data based on their own terms and conditions, which you generally must agree to in order to use the App.

How does Fitbit collect my data?

Fitbit mainly collects data in 3 ways:

1. When you create your Fitbit account;
2. While you operate your device;
3. Fitbit may also receive information about you from third party companies and external suppliers.

Why is Fitbit collecting this data?

Fitbit claims to use the information they collect for the following purposes:

- To provide and maintain their services, including when you direct the company to share your data with others;
- To improve, personalise and develop their services, including analytics and research purposes;
- To communicate with you, for commercial and non-commercial purposes;
- To provide your information to their partners and other external parties for research and advertising reasons.
- For legal reasons and to promote safety and security.

Where can I view, download and delete the data that Fitbit has collected about me?

You can log in to your account (go to fitbit.com/au/login through your web browser or through your Fitbit App) to view most of your personal information, including your dashboard with your daily exercise and activity statistics, which has been stored by the company.

After logging in click on **Settings** in the top right corner, and then click **Data Export** on the left menu. From here, you can download up to 31 days of data as an Excel file. This includes data about your activity, body, food, and sleep.

You can delete specific Fitbit data on the fitbit.com dashboard or from within the app and you can delete your by clicking on **Settings** in the top right corner, and then clicking on **Personal Information** on the left menu.

Why should I access or download my Fitbit data?

- If you download your data regularly, the data can provide a personal back up or an archive of your account in case you delete or lose control of your account.
- You can find out what data Fitbit has about you. After going through the downloaded data you may choose to alter your privacy settings or even change what information you provide to the site.

What happens to my information and other data after I stop using my Fitbit device and delete my account?

Your data will be retained by the company until you delete your account. Please note that if you choose to delete your account, while most of your information will be deleted within 30 days, it may take up to 90 days to delete all of your information (such as the data recorded by your Fitbit device and other data stored in their backup systems).

The company may also choose to preserve your personal and other usage data for as long as necessary to serve their business interests, legal reasons and to prevent harm.

Can I move my information from a Fitbit device to another device?

You may be able to share certain information with other applications and devices based on the permission that you've given Fitbit. However, at the moment, there is no way for you to directly upload the information that you have downloaded from Fitbit, to a similar health and fitness tracking device.

Is this all the data that Fitbit has on me?

When you access your information from Fitbit, you only have access to data that the company holds about you. Fitbit may hold collective data about how people use their devices and website, which they will not provide to individuals.

Can I do anything else to protect my data?

- Pay attention when Fitbit makes a public comment on issues relating to privacy and data. Consider if their corporate ethics align with your personal beliefs.
- Be particularly careful about sharing data with external Apps. Ensure that they have a good reputation and be cautious of sharing too much data with new companies.
- Become familiar with Fitbit's privacy settings.
- Conduct an annual privacy check on your account.

Please note: This guide was based on the relevant privacy policy and supporting information available on March 15, 2019. Policies and practices may have changed in the meantime.