# Apple Watch

**You should read this guide if you want to know:**

* What data Apple collects about you when you use an Apple Watch
* How Apple uses your Apple Watch data.
* How to access, download or modify your Apple watch data.

**What data can Apple collect about me if I use the Apple watch?**

Apple can collect various forms of personal information from you, depending on how you use the Apple Watch. This includes your name, mailing address, phone number, email address, contact preferences, device identifiers, IP address, location information, government issued ID (if requested and provided) and credit card information. Apple can even use information, which would typically not be considered as personal information, constituting images, voices or other data that could potentially identify you, if it is part of a dataset being used for research and development purposes.

Apple can also collect, use, transfer and disclose “non‑personal” information. This is data, which is not directly associated with any specific individual) for any purpose. Apple company uses a “Differential Privacy” technique, which adds random information to your data before it’s analysed by Apple. This means that the company cannot link that data to your device.

When Apple does combine your non-personal and personal information, the combined information is treated as personal information for as long as it remains combined.

**Does this information include the data collected by the Apps I use on my Apple Watch?**

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 Apple collect my data?**

Apple collects your personal and non-personal information anytime you are in contact with Apple or an Apple affiliated company. This includes all your actions and activity on the Apple Watch. Also, Apple’s websites, online services, interactive applications, email messages, and advertisements may use tools such as cookies, pixel tags or web beacons to collect information.

If you share your content with family and friends through the Apple watch, send gift certificates and products, or invite others to participate in Apple services or forums, the company may collect information you provide about those people such as their name, mailing address, email address, and phone number. Similarly, Apple can also receive your personal information from other individuals if that person has shared their content with you using Apple products, sent gift certificates and products, or invited you to participate in Apple services or forums.

**Why is Apple collecting this data?**

Apple and its affiliates may collect, combine and share your information for the following reasons:

* To provide and improve their products, services, content, and advertising;
* To share your personal information with companies that provide services like delivering products to you or conducting customer research or satisfaction surveys;
* For security and fraud prevention purposes;
* For research and development purposes, to better understand customer behaviour or to improve the relevancy of search results;
* To help app developers improve their apps.

**Where can I view and delete the data that Apple has collected about me?**

To view the personal information that Apple has on you and to modify this information, go to **privacy.apple.com** from your web browser. First, you have to log in and authenticate your account using your Apple ID. After authentication you should be able to see a link to **correct your data**, which will lead to Your Apple ID account information and Your Apple Store transactions and information links. After authentication you should also be able to see a **delete your account** link, along with the **correct your data** link, in case you would like to erase your data permanently. You can also erase your data on your Apple Watch by clicking Settings > General > Reset > Erase All Content and Settings.

**Is this all the data that Apple has on me?**

Apple does not share if they have used your non‑personal information as part of its research and analysis, or if it has traded your information after your data has been de‑identified and cleaned through this process. They also cannot provide any data collected by third party Apps.

**Why should I access or download my Apple data?**

To see what sort of data the company retains about you. After going through your data, you may choose to alter the amount and type of information you provide to the company.

**What happens to my personal information and other data after I stop using my Apple watch?**

Your data is stored with Apple even when you stop using the Apple watch. The data is removed when you delete your Apple account.

**Can I do anything else to protect my data?**

* Pay attention when Apple talks about privacy and data. Consider if their corporate ethics align with your personal beliefs.
* Be 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.
* Familiarise yourself with Apple’s privacy settings.
* Conduct an annual privacy check on your Apple 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.