

This PRIVACY STATEMENT explains what the Memas® application does, how it works, how we use information that we collect and how we protect your privacy.

Memas® application (hereafter called Memas)

Memas is property of Mylifeproducts AS, Norway (organisation number 999195105).

Memas is a memory assistant as well as an application for selected entertainment and safety. Memas contributes to everyday life and coping at home by showing day, date and time. A calendar with overview and reminders of the activities that will take place "today" increases the independence of the end user. Memas may also provide access to favourite channels on radio, photo album, videos, memos, newspapers or weather forecast.

Memas makes everyday life easier and more organised. Caregivers can share the end user's calendar and keep track of daily activities. Caregivers can enter appointments, upload photos or make other changes on the Memas tablet anytime and from anywhere. The caregiver's administration website is designed for easy customisation of the end user's Memas application.

Memas been developed through a series of research projects focusing on people with cognitive impairment and use of technology. The results show that Memas users are happier, the families experience less stress and both parties feel greater confidence and peace of mind.

Memas runs on Android-based tablet PCs. When you buy an Android tablet PC, and start using it, you must go through a series of initialisation and configuration steps on the tablet. These can differ a bit depending on the manufacturer/brand, but all require you to sign up for a Google Account. When doing this, you will be asked for some personal information, such as your name, your e-mail address, telephone number or credit card to store with your account. All these actions are connected to the tablet PC, not Memas or Mylifeproducts AS.

For signing up for a Google account, please confer Google's PRIVACY STATEMENT.

Information you give us

Our services require you to sign up for a Memas user account *for the caregiver* on the caregiver's administration web. Logging on to this account allows you to connect the customisation services on the caregiver's administration web to the Memas application that you have installed from Google Play to the tablet PC. When information is associated with your Memas account, we treat it as personal information.

When you sign up for a Memas user account, we will ask for following personal information:

- Your (caregiver's) name
- Your (caregiver's) address
- Your (caregiver's) cell phone number
- Your (caregiver's) e-mail address
- Your (caregiver's) username to access the caregiver's website (you choose this yourself)
- Your (caregiver's) password to access the caregiver's website (you choose this yourself)
- The caree's name
- The caree's address for billing (alternatively you can use the caregiver's address)

These pieces of information are the used by us to activate your account and to take care of the billing of your subscription of the Memas application.

You can update this information yourself whenever necessary.

When we suspend or terminate your subscription, we will still have information about you in our customer databases in order to satisfy applicable law, regulation, legal process or enforceable governmental request. This may restrict your ability to delete or edit information or privacy settings.

Information we collect

There are many different ways you can customise Memas for the person you are caring for. As you use our services, we want you to understand which information we collect and how we are using the information.

Every time you customise the Memas application the changes you make are registered with date, time and action in the log file connected to your user account. Also, every time the end user utilises the different Memas services on the tablet PC, the action is registered in the log file.

We also collect device-specific information, i.e. information about the tablet PC and the status of the tablet PC that your Memas application is running on. This includes:

- Last update
- Version of Memas application
- Tablet PC brand and model
- Android version
- Interval for customisation updates
- Network type
- Battery status
- Connection to power outlet
- Use of docking station
- Display on/off
- Volume level
- Sound on/off
- Time on the tablet PC

The status information also includes a list of selected Memas functionalities.

You can yourself access the log and status files on the caregiver's administration web. This functionality is designed to give you an overview of the caree's way and frequency of using Memas, and to give you access to simple trouble-shooting tools. Since Memas is an assistive technology for people with cognitive impairment, it may be useful to assess the usage of Memas services every now and then, and possibly change or remove content or functionality that is not in frequent use.

Our certified technical employees and account administrators can also access the log and status files of the Memas users. This is important as we must be able to support our customers in case of technical or use-related issues. All log files are professionally secured and protected on our file servers, and the information in the log files is handled with care and subject to strict confidentiality practice.

Non-disclosure

We do not distribute, share, sell or otherwise disclose any personal information about our customers (caregiver users or end users) to companies, individuals or organisations outside Mylifeproducts AS. If Mylifeproducts AS is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy. Also, preservation or disclosure of the information may be reasonably necessary to meet any applicable law, regulation, legal process or enforceable governmental request; enforce applicable terms of our service, including investigation of potential violations; detect, prevent, or otherwise address fraud, security or technical issues; protect against harm to the rights, property or safety of Mylifeproducts AS, our users or the public as required or permitted by law.

We provide personal information to our affiliates or other trusted businesses or persons to process it for us for hosting services, billing, accounting and auditing, based on our instructions and in compliance with our PRIVACY STATEMENT and any other appropriate confidentiality and security measures.

Use of cookies

We do not use cookies on the Memas caregiver's administration web to collect information about you. In your web browser, you may however have accepted the use of cookies by other service providers, for example Google services. In this case, please confer these service providers' privacy policies.

Changes in the PRIVACY STATEMENT

We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, e-mail notification of privacy policy changes). We will also keep prior versions of this PRIVACY STATEMENT in an archive for your review.

Compliance and cooperation with regulatory authorities

We regularly review our compliance with our PRIVACY STATEMENT. We also adhere to several self-regulatory frameworks.

When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.