

MS Plus Ltd is committed to safeguarding your personal information and ensuring transparency about how we collect, use, and manage your data when you participate in our fundraising events via our mobile apps. This Privacy Policy explains the types of data we collect, how we use it, and your rights regarding your personal information.

We collect personal information through The May 50K app, developed by our partners Funraisin and Made with Ed, to enhance your experience during our fundraising events. The information we collect is primarily used to provide essential services related to event participation and to track your activity data.

Types of Information We Collect

- **Personal Information:** This includes your name, email address, and any other details you may voluntarily provide. You have the option to update your name via the app, but other personal information is collected through the fundraising website.
- **Location Data:** In order to track your activities, we require access to your device's background location. We collect latitude and longitude coordinates at the start and end of your activities. This data is used to record and display your activity history, such as the distance and time taken. This information is private and only accessible to you.
- **Health Data (if applicable):** If you allow the app to access your HealthKit data (on iOS devices), we collect information such as steps taken, calories burned, exercise duration, and other relevant health metrics. This data is used to track your physical activities and is stored only on your device.
- **Non-Personal Information:** We may collect performance data, device information, and general usage statistics to improve the app's functionality and ensure a better user experience. This data is non-identifiable and does not relate to specific users.

How We Use Your Information

We use the information we collect for the following purposes:

- To provide and improve the functionality of our fundraising apps and events
- To track and display your activity data (such as distance, time, and calories)
- To send you push notifications about event updates or reminders
- To analyse app performance for continuous improvements
- To provide support and maintain a smooth user experience

Data Security

We implement appropriate measures to protect your personal data from unauthorized access, loss, or misuse. While we strive to safeguard your data, no method of transmission or storage is completely secure, and we cannot guarantee the absolute security of your information.

Sharing Your Information

We do not share your personal information with third parties except for the following:

- **Development Partners:** We may share data with our development partners, including Funraisin and Made with Ed, for app maintenance, troubleshooting, and feature improvements.
- **Service Providers:** Trusted third-party providers may assist us in app performance analysis, push notifications, and analytics, but they will only process data necessary for their tasks.

Your Rights

As a user, you have the following rights regarding your personal data:

- **Access and Update:** You can view and update your personal information through the app settings.
- **Deletion:** You may request to delete your personal data by contacting us directly.
- **Opt-out of Push Notifications:** You can choose to opt-out of push notifications through your device settings at any time.

Push Notifications

We may send push notifications to inform you about event updates, reminders, or activity tracking. You can manage and disable these notifications in your device settings.

Retention of Data

We will retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by applicable laws. After that period, your data will be deleted or anonymized.

Changes to the Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be communicated via the app or posted on our website, and the updated policy will be effective immediately upon posting.

Contact Us

If you have any questions or concerns regarding this Privacy Policy, please contact us at **1800 042 138** or email feedback@msplus.org.au. We will connect you with a Privacy Officer who can help.