



choices

BMI healthy weight calculator and tracker iPhone app Privacy policy

Document Author -	<i>Laura St Quinton</i>
Created Date -	<i>15/07/11</i>
Current Issue Date -	<i>15/07/11</i>
Version Number -	<i>V1.0</i>

NHS Choices BMI healthy weight calculator and tracker app

Privacy policy

This healthy weight BMI calculator and tracker app was built by NHS Choices. NHS Choices is the online 'front door' to the NHS. It is the country's biggest health website and gives all the information you need to make choices about your health.

The Department of Health is the Data Controller for this website under the Data Protection Act 1998.

The purpose of this privacy policy is to inform you as a user of this app about what information we collect when you use it, how we use the information, whether the information is disclosed and the ways in which we protect users' privacy. It also gives some background on why the app was developed.

What we are collecting?

All of the data saved to user profiles is collected but no personal information is collected. Personal information is data that can be used to uniquely identify or contact a single person.

The data collected includes:

- Gender
- Age (for adults)
- Age (for children)
- Postcode (first half)
- BMI (adults)
- BMI centile (children)
- Weight class (underweight, healthy weight, overweight, obese)
- Date weight tracking began & initial weight
- Whether a goal weight has been set
- Whether the user has lost or gained weight

For more information on the way in which your personal information is protected, see 'The ways in which we protect users' privacy' below.

If you are uncomfortable with data being collected in this way, you can 'opt out' by uninstalling this app from your device.

The ways in which we protect users' data

In the process of collecting data, the NHS BMI healthy weight calculator and tracker will generate a unique user ID for each user, making any data collected anonymous.

How we use the information

The information collected is used to help NHS Choices track use of the app and the Department of Health plan health service provision across the country.

The information relating to weight & BMI will help us:

- Understand how the app is being used (e.g. one-off or over time, single or multiple users)
- Understand whether it plays an effective role in helping users achieve a healthy weight
- Get ideas on how we can improve the app
- Understand whether apps are an effective tool for helping people manage their weight

Whether the information is disclosed

As a government department, the Department of Health does not share data with other organisations unless the law permits it to do so. It does not sell individual information and will share it only with authorised Data Processors, who must act at all times on instructions from the Data Controller under the Data Protection Act 1998.

Why was this app developed?

Obesity is one of greatest challenges facing the NHS in England.

In 2008, the latest year with available figures, nearly a quarter of adults (over 16 years of age) in England were obese (had a 'body mass index' or 'BMI' over 30). Just under a third of women, 32%, were overweight (a BMI of 25-30), and 42% of men were overweight.

Among children (2-15 years of age), one in six boys and one in seven girls in England were obese in 2008.

The huge numbers of visits to the BMI healthy weight calculator on NHS Choices (www.nhs.uk) indicates that there are a growing number of people using BMI to understand whether they are a healthy weight.

The NHS Choices BMI healthy weight calculator and tracker app was developed to go one step further than our online tool, giving users the ability to track their weight over time.

It also provides health information and allows the tracking of multiple users; meaning the whole family's weight can be managed together.

This privacy policy may be subject to change. For the latest version, visit the [NHS Choices privacy policy pages](#).

You can contact the Data Protection Officer at the following address: Department of Health, Skipton House, 80 London Road, London SE1 6LH.