



Data Protection FAQ

Moki has been developed to ensure the Data Protection Act 2018 and UK GDPR (General Data Protection Regulation) data protection principles and standards have been paramount throughout design, implementation and to ensure the privacy and protection of our customers and Users information around the world.

Moki is not owned, invested into or has any links to Medical, Technology, Food or Sports businesses. We are a privately owned business created by parents who are interested in the physical and mental health and wellbeing of our own and the worlds children.

We have supplied some FAQ's around data privacy below covering how Moki works.

What does a Moki band actually do?

The Moki device contains an accelerometer, an accelerometer is a device that measures the vibration, or acceleration of motion of a structure or person, this is to track the number of steps the Moki bands takes in a set period of time.

Can Moki monitor heart rate or other health or medial information?

No, a Moki band just records the steps taken. It is not a medical device and does not measure or collect any health data, just physical movement recorded as a step



Can Moki track location?

No, a Moki band just records the steps taken. Moki bands do not have the ability to connect to the internet, they do not have any technology which would allow the tracking or recording of past, present or current locations. It simply counts the steps taken in a set period of time.

Does Moki need to collect or record personal information from Children or other Users?

No, Moki does not need any personal information from our Users to be able to realise the full benefits. It is down to the schools discretion as to how they wish to record the users of the bands within the Moki application. Users can be identified via any unique ID or nickname (for example 'abc', or '123').

What if the school enters personal information of Moki Users (Children)?
If the school or teacher decides that they want to use information within Moki when they create a User that is perfectly fine and done so at the school's discretion.

If a school enters the details of a child as a User, for example 'first name' and 'last name' this information is then encrypted and stored on the teachers laptop.

Does Moki provide consent forms to give to parents?

No, we do not collect personal information for the use of Moki so individuals' consent is not required to be able to use Moki.

Moki supplies the software platform and hardware to the school to use as they wish based on their own use requirements. If the schools wishes to use Moki in a way that would require a consent form then they will supply these to parents and guardians.



What happens if a band is lost or stolen when being worn by a User?

Moki bands do not hold personal information of a User, the only information that could be taken from a band is:

- Unique Band number
- Date
- Steps taken

What happens if a teacher's laptop is lost or stolen?

Regardless of other security controls (such as encryption and passwords) that will be in place on the schools laptop the Moki application is encrypted. This means that the information would remain private and secure.

Why does Moki collect aggregated data?

Moki collects aggregated steps from the schools and businesses we work with broken down by time. This information is not personal information and could not be engineered to reidentify any User.

What information does Moki collect from the Bands via the Moki application?

We use the anonymous data in conjunction with our partners such as research teams within universities and school associations to help the research in the activity levels of children to help build a more active and healthy future for our children and our children's children. An example of the how this data is used can be seen on our live dashboard:

<https://app.moki.technology/dashboard/all>



Is Moki a Data Controller or Data Processor?

Moki is a Data Controller for our customer who purchases the solution, usually headteachers or school administrators.

If the purchasing organisation enters any details which could be classed as Personal Data, Moki identifies as a Data Processor and does so under the instruction of the organisation who have chosen to enter the personal data.

What if I have more questions?

If you have any questions we'd love to hear from you. Feel free to visit our website or book a call by sending an email to team@moki.health.

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